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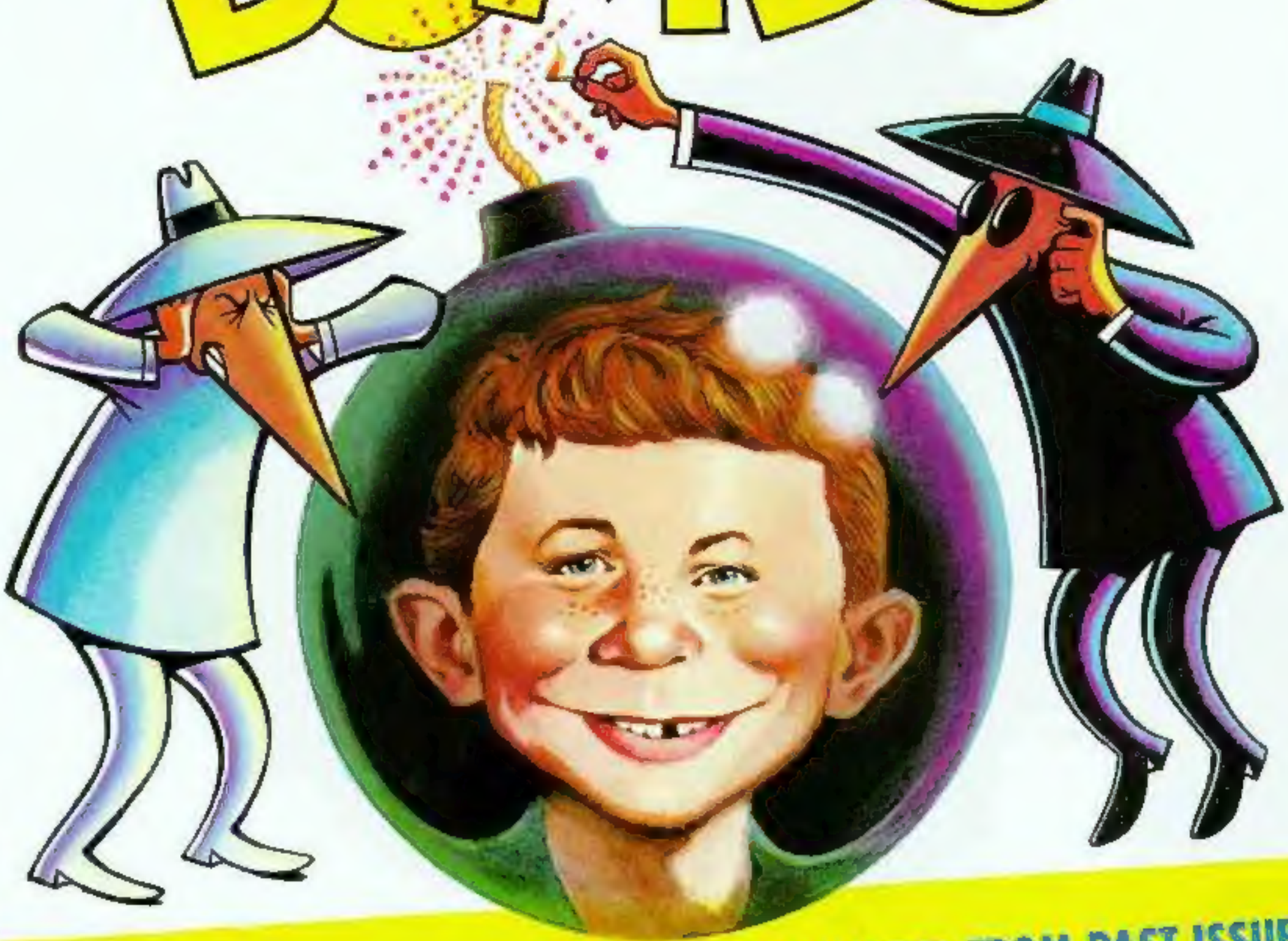

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MAD

"An argument is two people trying to get in the last word first."
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

BACK COVER WRITER: JOHN PRETE

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Printed in U.S.A.

W-W-W-Wow, thanks to my hot-shot agent, I'm Mad's "Head of the Year"! I fired him for that, the twit! Okay, so what do you want to know about me? I'm handsome and a S-T-A-R and, being electronic, my hot flashes only last about a milli-second.

What am I su-su-supposed to do now? Oh, introduce the sterling, way-out, hysterically funny articles in this issue! Well, there are none!

But there is a movie sa-sa-satire about four dismal young kids in the middle west and their search for identity...and for a plot. You can read it and search for the jokes!

Let's get back to s-something interesting and talk about how I came into being. I was generated by a computer that went haywire. Yes, I'm a son of a glitch!

Then there's SPORTS VIDEOS THAT NEVER MADE IT...and this article will never make it either, because neither me or MA-MA-MA-MA-DONNA is featured in any of the vid-vid-videos!

And then we have TV SPINOFFS YET TO COME ...And the cl-cl-clowns at MAD once again miss a GOLDEN opportunity to ca-ca-capitalize on my world wide fame. Imagine the spin-offs from my Cinemax show...MAKE HEADROOM FOR DADDY...HEADROOM OF THE CLASS...the endless are possibilities....and vi-vi-vice versa...

Well that's my p-p-p-part in this issue, trying to save it. If I was able to bring a smile to your lips, able to bring a ray of su-su-sunshine into your pitiful existence, hey, then that's why G-G-God put me on a computer screen. Ciao, adios, 'bye ...and play golf!

WHAT'S MIME IS YOURS!

Words can't describe what the critics aren't saying!

" " —*Gene Siskel*

" " —*Roger Ebert*

" " —*Gene Shalit*

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LETTERS AND TOMATOES DEPT

READER WRITES ROTTEN RHYME

In issue #267, your "MAD's Modern Day Tongue Twisters" left one out: *Ronald Reagan's Wrinkles Resemble Raisins.*

Brandon Burke
Leawood, KS

Here's another one: Brandon Burke begets boring brainless banalities!—Ed.

NUCLEAR REACTION

I loved Tom Hachtman's "The Three Mile Island Children's Zoo," but here's one you forgot, the Eleph-Ant.

Lee Friedman
Commack, NY

Friedman's Eleph-Ant

AD WEAK MAGAZINE

I have to give you guys credit. MAD has the integrity to not soften the blow on your wallets by accepting outside advertising. It really shows you care more about real humor than a quick buck and I'd like to congratulate whoever is in charge down there.

David Gassaway
Lorain, Oh

Thanks, BUD. We're GLAD you find JOY in our TOP JOB of putting a BAN on ads just for the GREEN. GIANT and BOLD offers are made to us regularly to jump on the GRAVY TRAIN, but we turn them down in a JIFFY. We PLEDGE to remain HEAD AND SHOULDERS above the rest and not plug products in our pages. By the way, how is your wife, BEATRICE?—Ed.

"GUNK" MAIL

The ending of your "Top Gunk" satire was a real bomb!

Alan Thornburg
Midwest City, OK

As an Army Reserve Officer having to live next door to the highly overrated "Top Gunk" pilots, I found your satire to be a refreshing and realistic glimpse of the silly truth. Those egotistical, grandstanding pilot-clones and their oversexed, bimbo cheerleader-groupies should be sentenced to a lifetime of watching "Officer and a Gentleman," "Top Gun" and other bonehead Navy recruiting films. Then again, they'd probably enjoy that!

Richard J. Vartuone
San Diego, CA

I liked how you shot down "Top Gun," but artist Mort Drucker should be shot down too! There are no F–4s in the Navy as he drew on page six. The F–4s belong to the Air Force!

Sean Genell
Chicago, IL

You seem to know a lot about F–4s considering that you're classified 4–F!—Ed.

THE SCENE: Top Gunk training ground.

GOOSE
Crashed and burned again, Maverick.

MAVERICK
What was it? MiGs? Viper?

GOOSE
MAD Magazine. Direct hit!

MAVERICK
You mean that sleazeball publication?!

GOOSE
Yeah, the same magazine the screenwriter who created us has been reading for years. They got us, Maverick—dead to rights and it was a professional job.

MAVERICK
I'm not going to just sit around and take it, Goose. I'm going gunning!

GOOSE
No! Not again, Maverick!

MAVERICK
Sorry, Goose, I've got them in my sights. Look at the Top Gunk cover—at one o'clock. See the TOP GUN logo in full color? It's just high enough so if there's another magazine in front of it on the newsstand, all that will show is the logo for TOP GUN.

GOOSE
You mean after slashing TOP GUN to pieces, they're using the logo of the year's most successful movie to help sell their magazine?

MAVERICK
That's right, Goose. I've got tone. Radar lock. Missle off.

GOOSE
Direct hit! One for the good guys. Crashed and burned, MAD...

Jack Epps, Jr.
Screenwriter, TOP GUN
Universal City, CA

MORON MAIL

I've been told that in order to keep your plants healthy, a person should read to them. So, for the past months I've been reading them MAD and to my amazement, they're dying!

Greg Kebe
Greensburg, PA

Maybe it's your breath!—Ed.

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LOCO-EMOTION PICTURE DEPT. (A YEAR TO DISMEMBER)

I was 12 going on 13, that age when a kid spends hours contemplating how many Oreos placed end-to-end would fit between his backyard and the moon, and has sexual fantasies about Twinkies! Even though I'm more than three times that age now, I still think like a 13-year-old! You'll see what I mean as you read this sophomoric drivel I'm writing—pretentious and strawberry jam-packed with symbols that no one will under-

Let me introduce you to the gang...

REDDY was screwed up because his father believed in "putting your shoulder to the grindstone," but not having one, he put Reddy's ear to the stove instead!

CRISIS had wisdom far beyond his ears, er, years! Not only did he listen to our problems, he charged us five Milky Ways an hour for his advice!

That's me, WORDY! I felt like the "invisible boy" because my parents acted like I wasn't there! My mom used to make my bed in the morning with me still in it!

My gosh, the **train** is coming and we're **trapped** on this **trestle!**

That's not a **train,** Reddy, that's just a **symbol** of **adulthood** bearing down on us!

The **wheels** represent **progress** and **steam** symbolizes childhood **dissolving** into the air!

STAND BUT ME

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

WORM was a fat kid! How fat was he? He was so fat he didn't sit on the front porch–he was the front porch! He was so fat the state required him to register his rear end as an "off road vehicle"! He was so fat...hmmm...I wonder if I should give up this stupid story and write for Johnny Carson instead!

Well, we still better **run like hell**—this is the **same symbol** that **rearranged** every bone in Ray Brownout's **body** when it **hit him** in the **caboose** last week!

This **search** for Ray Brownout's body'll **symbolize** man's vulnerability to the world he created, or is that too **symbol-minded?**

Won't his body be all **mutilated** and **decayed** and **covered** with **blood** and **guts** and **yecch?**

Gee, I sure **hope so!**

At last! A **worth-while** mission in life!

All this talk about **blood** and **guts** is making me **hungry!** Who brought the **food?**

Not me! I just brought my **appetite!** What's for **dinner?**

Zilch! Okay, guys, how much **money** do we have all together?

Not much, only a **dollar thirty-seven!**

Yeah, but don't forget, this is **1959!** That's enough for **four dinners** and a **cab ride home!**

We took a short cut through Crazy Pete's junkyard, but we were very nervous because it was guarded by a vicious dog, Snoopy...

I've been bit! I've been bit! I hope he doesn't have **rabies!**

Worm, what are you talking about? Those stories about **Snoopy** being vicious are **made up!** That wimpy dog wouldn't **bite anyone!**

I'm not talking about **Snoopy! Crazy Pete bit me!**

JUNK YARD

JUNK YARD DOG

?

← BAGELS

LOCKS

I know who you kids are! You're Reddy, the kid with the **loony father!**

My father was a **hero!** He stormed the **beach** at **Normandy!**

The war was **15 years ago!** Your father stormed Normandy **last Friday!** He's **loony!**

There was a gang of punks in town lead by a guy called Ace Comb! They were a tough group. How tough were they? Well, one day they put tattoos on each other's arms...

Gee, this is going to take **forever!**

Wouldn't it go **faster** if we used a **razor blade** instead of an **electric shaver?**

ZNN

I said they were tough, not smart! But they were more than just punks, they were symbols of what Reddy, Worm, Crisis, and I would become if we stayed on our present courses in that small, dumb town! How dumb was it? Well, in other towns they played baseball in parks! In our town we played on highways!

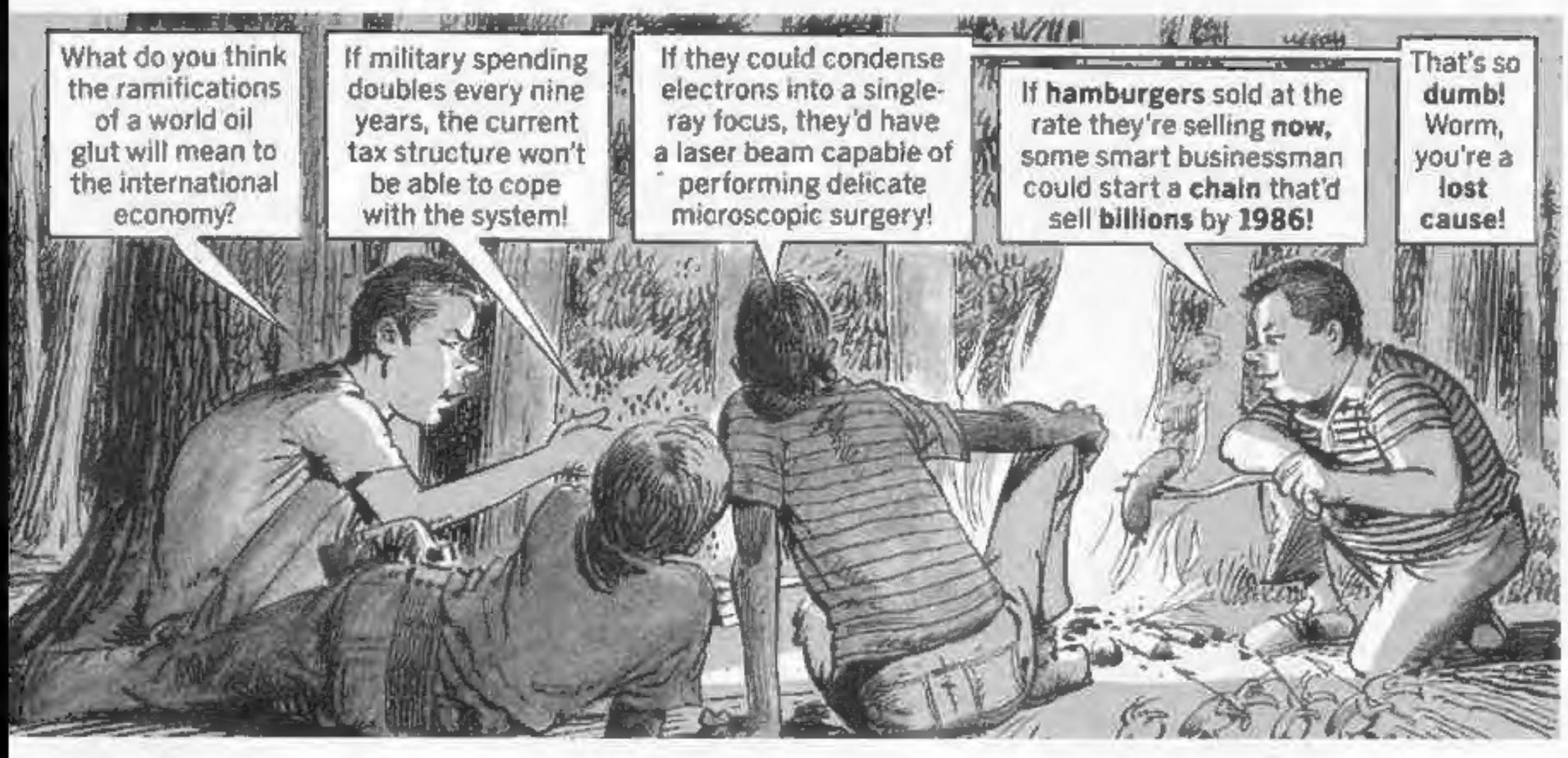
Another **homer!** Right over some nerd's **own roof!**

I think they're using **livelier mailboxes** today! These things **really travel!**

ERNIE BANKS #47

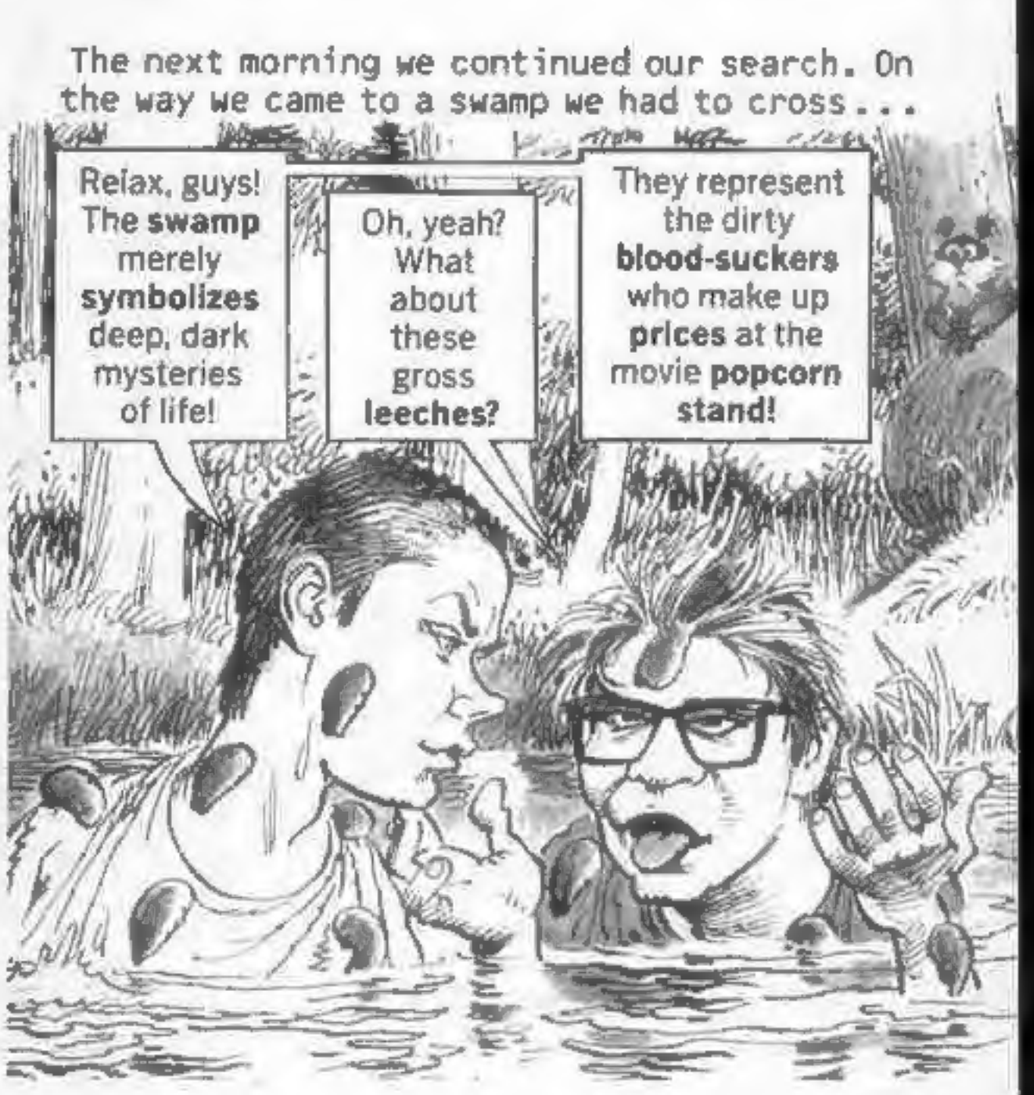
JERKS

That night we sat around the campfire talking about all those silly things that seem important to young boys before they discover girls...

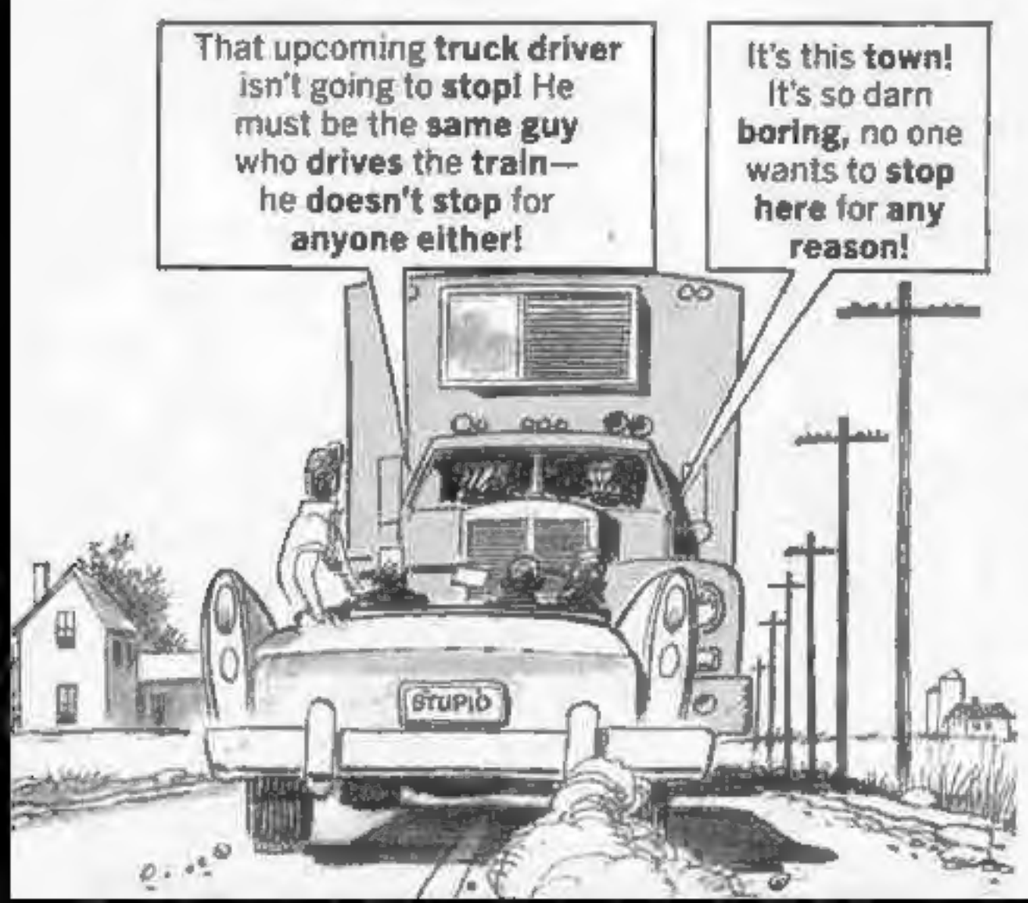

What do you think the ramifications of a world oil glut will mean to the international economy?
If military spending doubles every nine years, the current tax structure won't be able to cope with the system!
If they could condense electrons into a single-ray focus, they'd have a laser beam capable of performing delicate microscopic surgery!
If **hamburgers** sold at the rate they're selling **now,** some smart businessman could start a **chain** that'd sell **billions** by **1986!**
That's so **dumb!** Worm, you're a **lost cause!**

Oh, boy! I really love **gross stories!**
Yeah, but what's so **gross** about **"revenge"?**
The **barfing** is just a **symbol** to show that those in **power** who **inflict suffering** on others will someday **get theirs!**
Oh, you mean like the **punks** in this town?
No, more like **Vice President Nixon, Senator Joseph McCarthy,** and worst of all— **Dick Clark!**

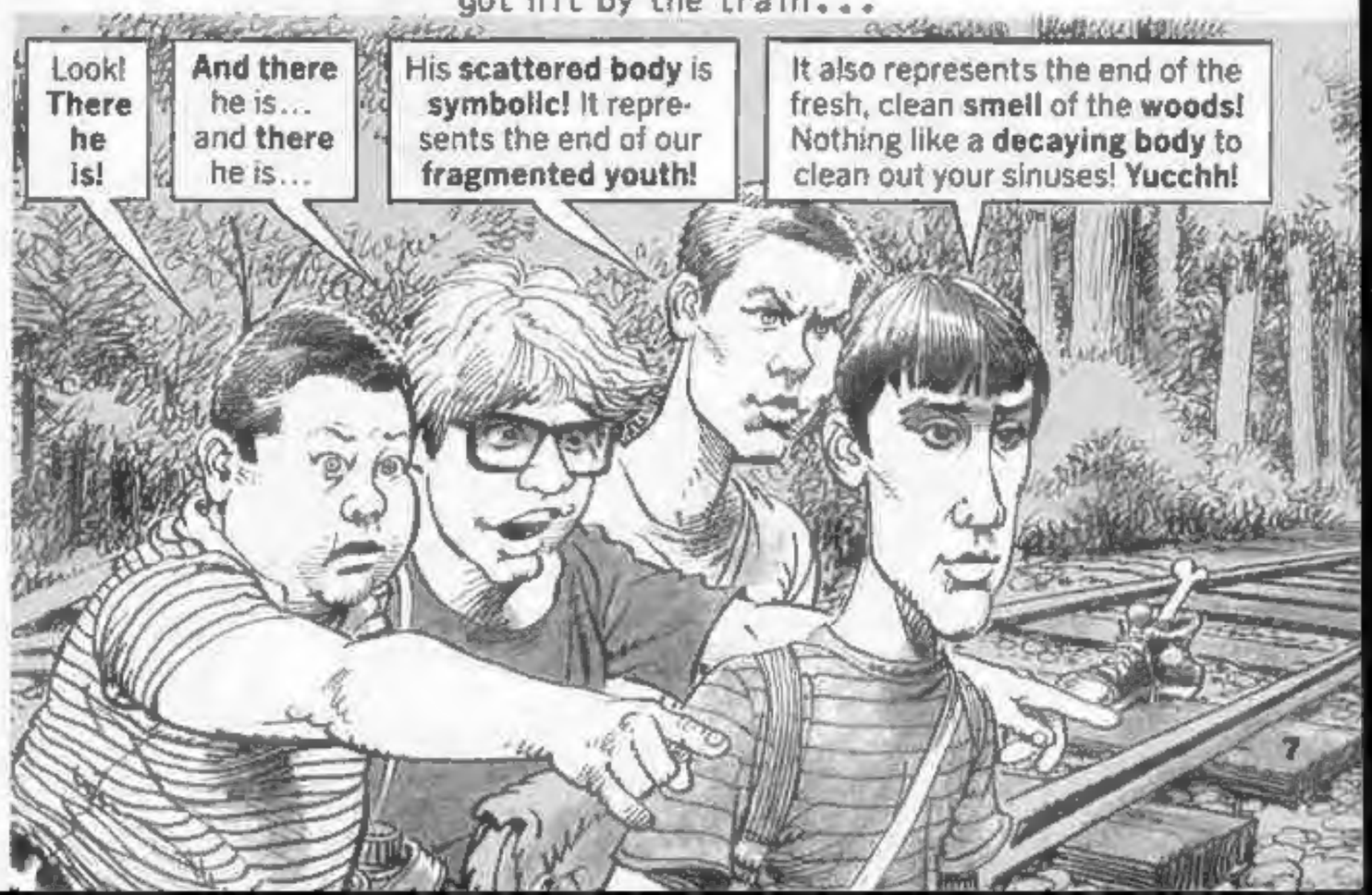
The next morning we continued our search. On the way we came to a swamp we had to cross...


Relax, guys! The **swamp** merely **symbolizes** deep, dark mysteries of life!
Oh, yeah? What about these gross **leeches?**
They represent the dirty **blood-suckers** who make up **prices** at the movie **popcorn stand!**

Ace and the older punks headed out to find the body, too! Bored with "highway baseball," they decided to play "chicken..."


That upcoming **truck driver** isn't going to **stop!** He must be the **same guy** who **drives** the **train**— he **doesn't stop** for **anyone either!**
It's this **town!** It's so darn **boring,** no one wants to **stop here** for **any reason!**
STUPID

But our gang beat the punk gang to the place where Ray Brownout got hit by the train...


Look! **There he is!**
And there he is... and **there** he is...
His **scattered body** is **symbolic!** It represents the end of our **fragmented youth!**
It also represents the end of the fresh, clean **smell** of the **woods!** Nothing like a **decaying body** to clean out your sinuses! **Yucchh!**

So, you little creeps got to the body **first!** You think you're gonna bring it back to town and get **your pictures** in the **paper!** No way! If anyone's gonna be local heroes, it's **us!**

You don't understand Ace! This isn't a **body,** its a **symbol!**

Yeah? Well, this ain't a **knife** I'm holding, either! It's just a **symbol** representing the way I separate a nerd's **nose** from his **face!**

Tough noogies, Ace! **My symbol** of this **gun** I'm holding **beats** the hell out of **your symbol** of a **knife** when it comes to who's **boss** here!

Okay, Wordy, you win **this** round! But someday in the **future,** when they make a **sequel** to this lousy film, you won't be carrying that **symbol!** Then it'll be **your** body they'll be searching for!

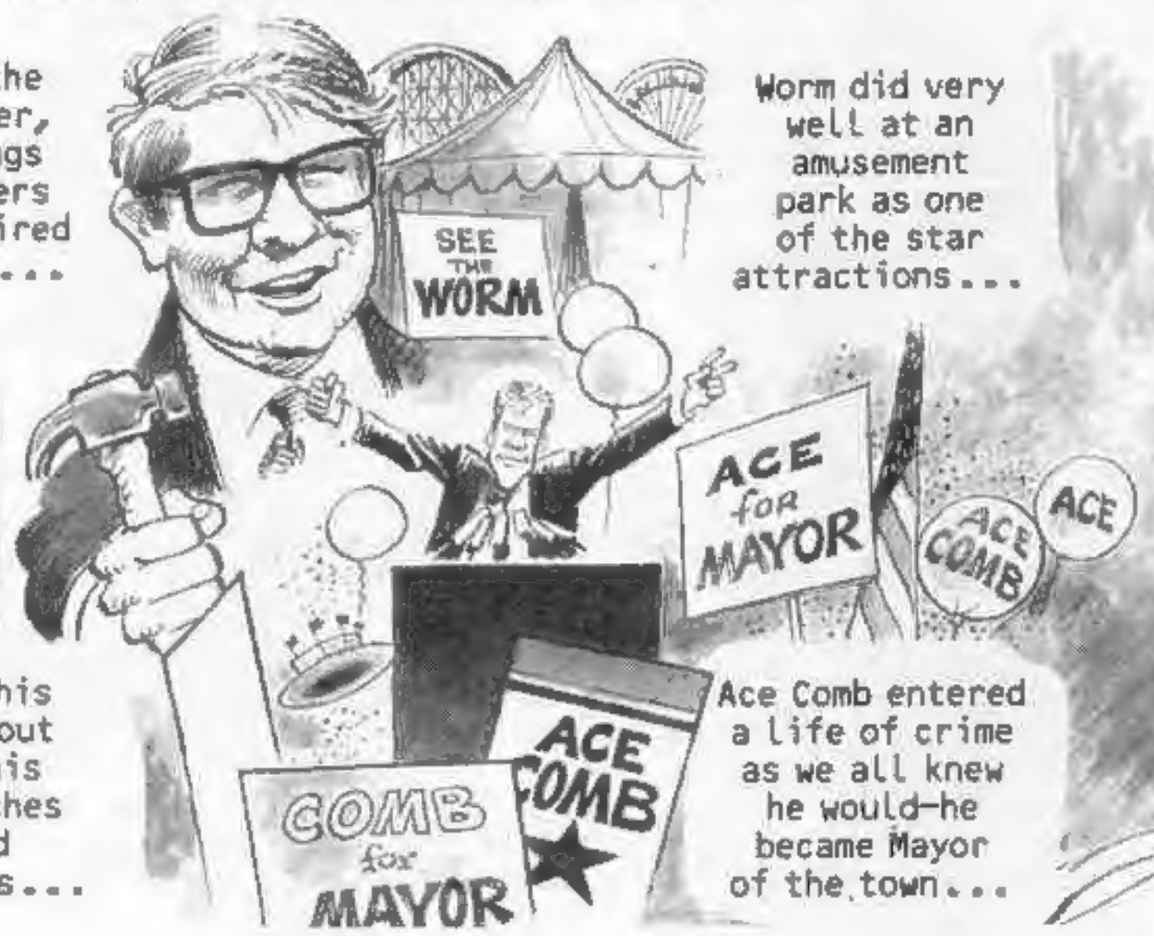
So that ended the story. It wasn't much of an ending, but then it wasn't much of a story, either! As for what became of the guys, it was pretty predictable. Everyone ended up as successful as might be expected...

As for me, I didn't have the talent to make it as a real writer as I always dreamed, so I went to Hollywood to write movies instead.

Reddy, enamored with the military like his father, sold the Pentagon things like a carload of hammers at $40,000 each and retired a millionaire at age 23...

Worm did very well at an amusement park as one of the star attractions...

Crisis kept spouting his nutty philosophies about symbols and started his own religion. He preaches on TV every week and people send him millions...



Ace Comb entered a life of crime as we all knew he would—he became Mayor of the town...

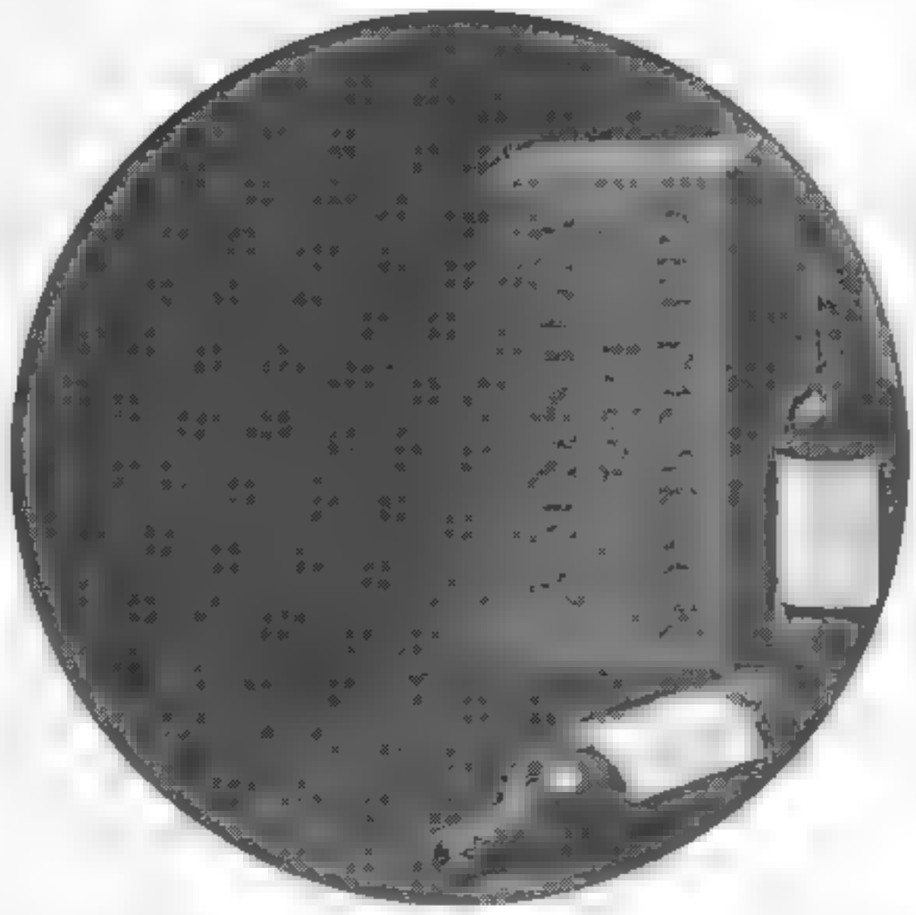
Now, as I look at what I've done on the computer screen, I realize this script is as boring as the one-dimensional characters I hung around with as a kid! But that's one dimension more than the Hollywood characters I hang around with now, so I'll end this tale two ways...

In the movie version I'll look at the screen, read the drivel I wrote, then turn off the computer to go out with my kids—which, as some of you sharp computer people notice, will erase everything I've done! Very symbolic!

But in real life I'll press the "save" key, make a print-out of this script, and sell it tomorrow! I predict that it's bad enough to be a hit movie! And since Mad Magazine does satires on bad hit movies, that's probably where you'll be reading this...

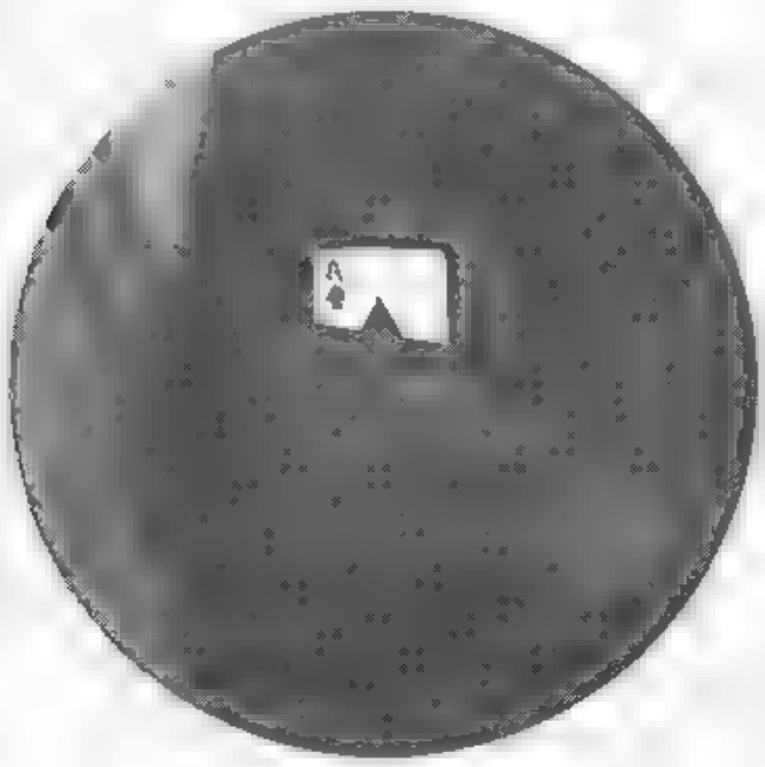
Art historians have discovered many interesting details while examining the under-painting of famous canvases, but Mad, as usual, has gone deeper! We always sink to the lowest possible depths in art and literature, as we shall prove with the following presentation of our discoveries of...

HIDDEN DETAILS IN ART

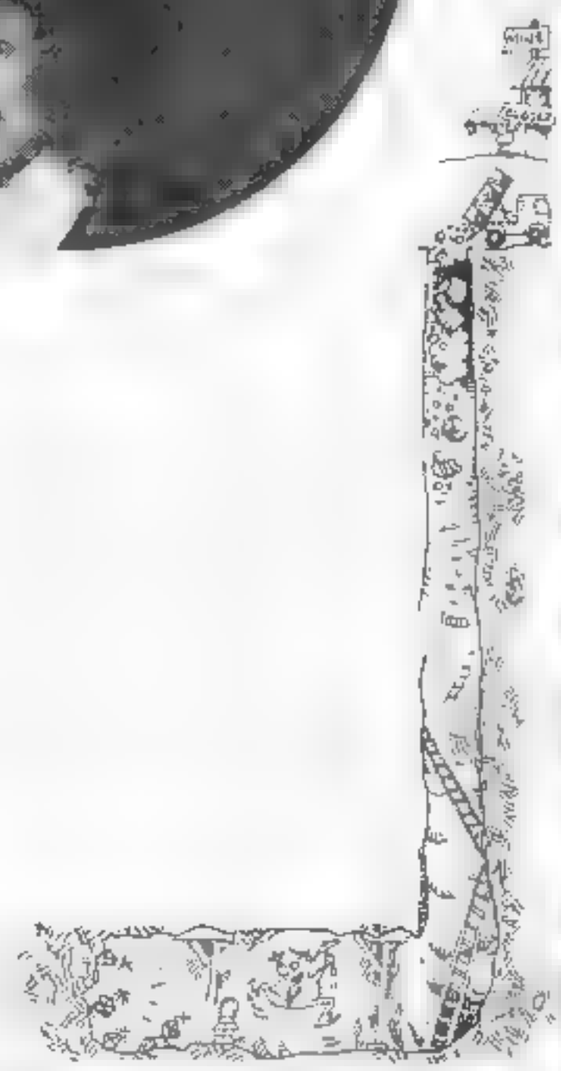


The painting commonly referred to as *"Whistler's Mother"* may very well be the work mentioned in the artist's diary, *"Mom on the Sauce"* that many historians consider "lost." We submit our findings as anywhere from 80 to 100% proof!

When you poke around a round of poker you're liable to find some "slight of hand" at work! It may be no big deal, but we thought we'd give you the inside straight dope on "Cool Hand" Cezanne and let the chips fall where they may!

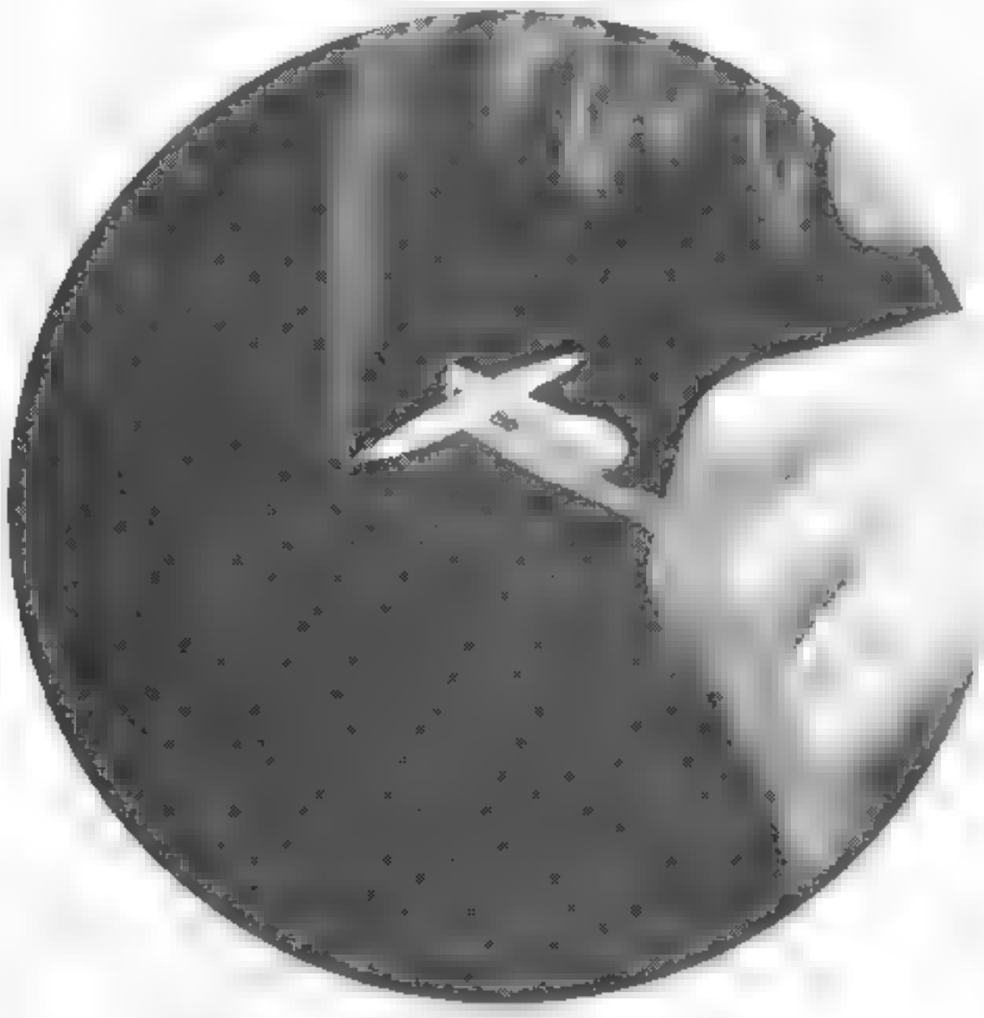


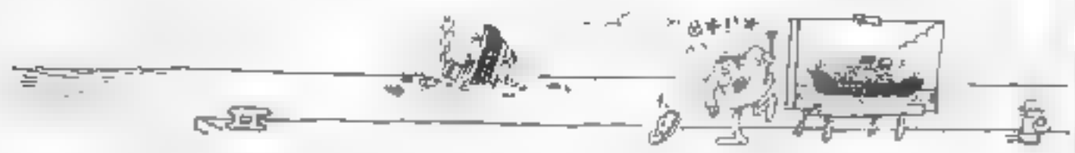
What gives the "Syndics of the Cloth Guild" those beady eyes? Did Rembrandt capture the expressions of these men of the cloth game observing some women of the cloth-less game, or is the naked truth that they were disturbed at how a new top-less fashion trend would cleavage their income in two!



This is a prime example of conservative art. Liberal art historians, however, have found a "zing around the collar" in this famous depiction of a farmer who has just been asked to "fork" over women's rights and mend the ERA of his ways!

Da Vinci was an artist and an inventor. Is it possible that he was more ahead of his time than we thought, and created something that made Mona a "head" of her time?

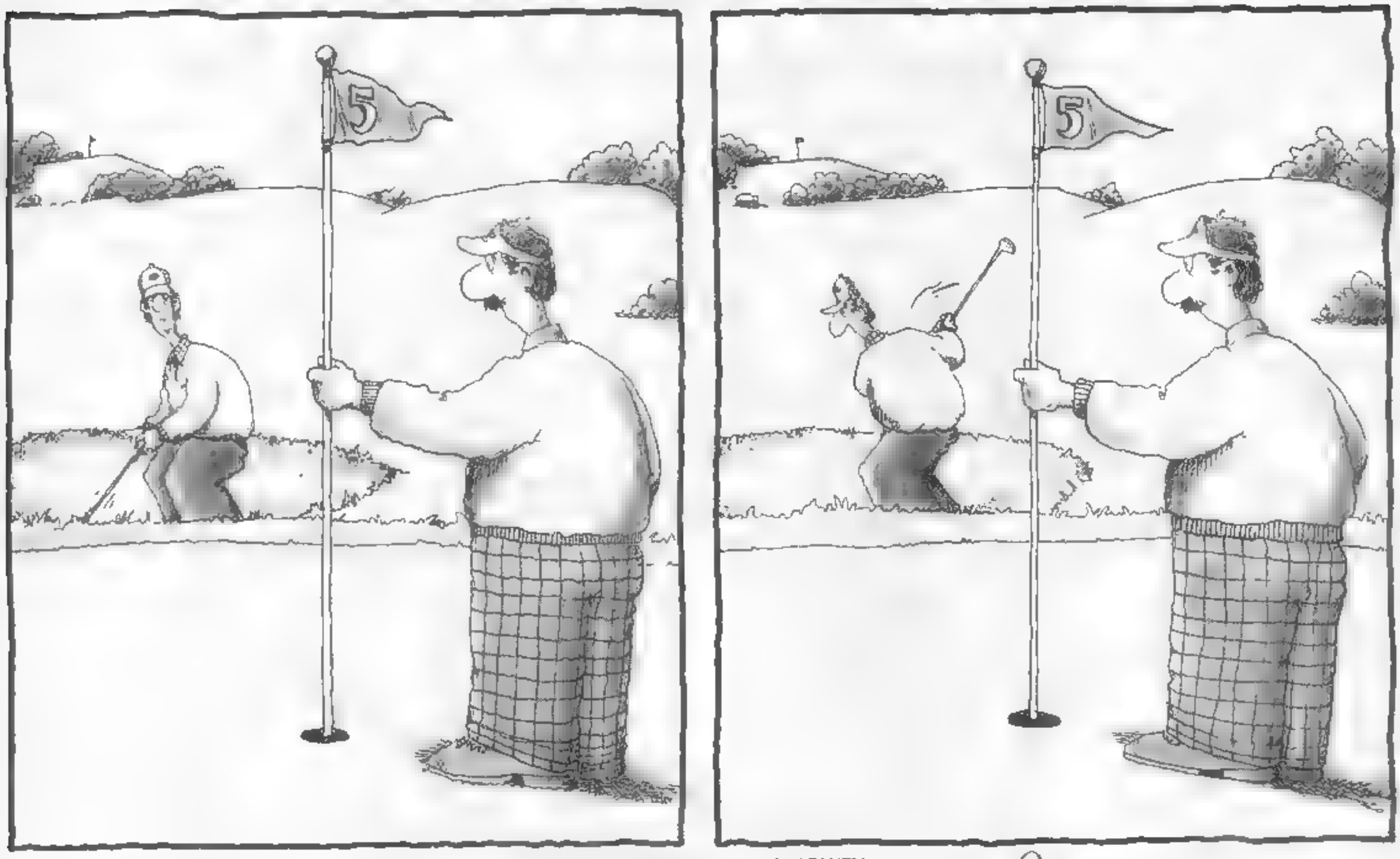




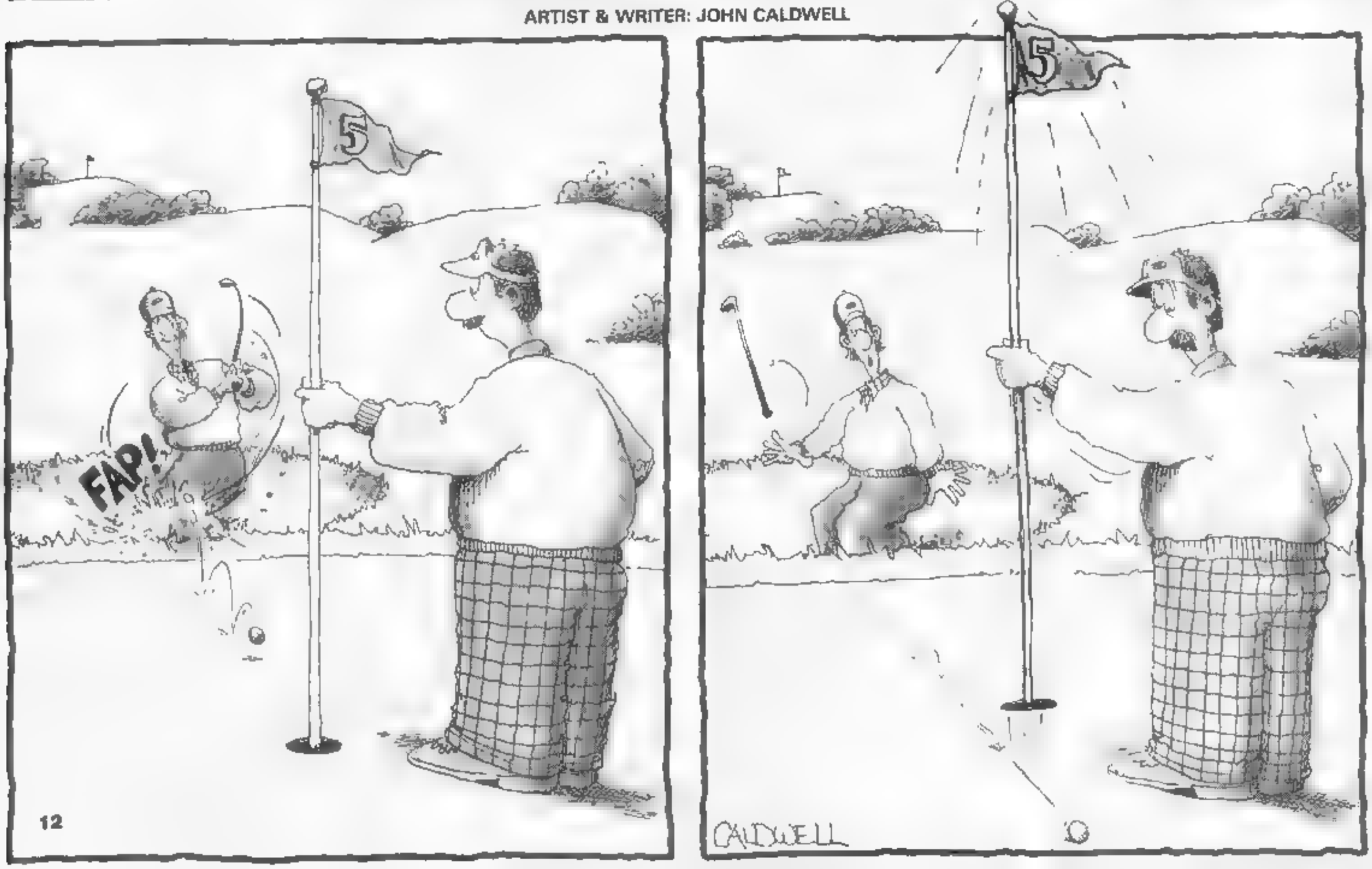
"Just what exactly are those people doing?" has been the question most asked about this famous masterpiece. Most experts have answered, "Who knows?" A few experts have answered, "Who cares!" The true answer may lie in the oft-quoted phrase, "One *pitcher* is worth a thousand words!"

A HOLE IN FUN DEPT.

DRAMA ON PAGE 12



ARTIST & WRITER: JOHN CALDWELL

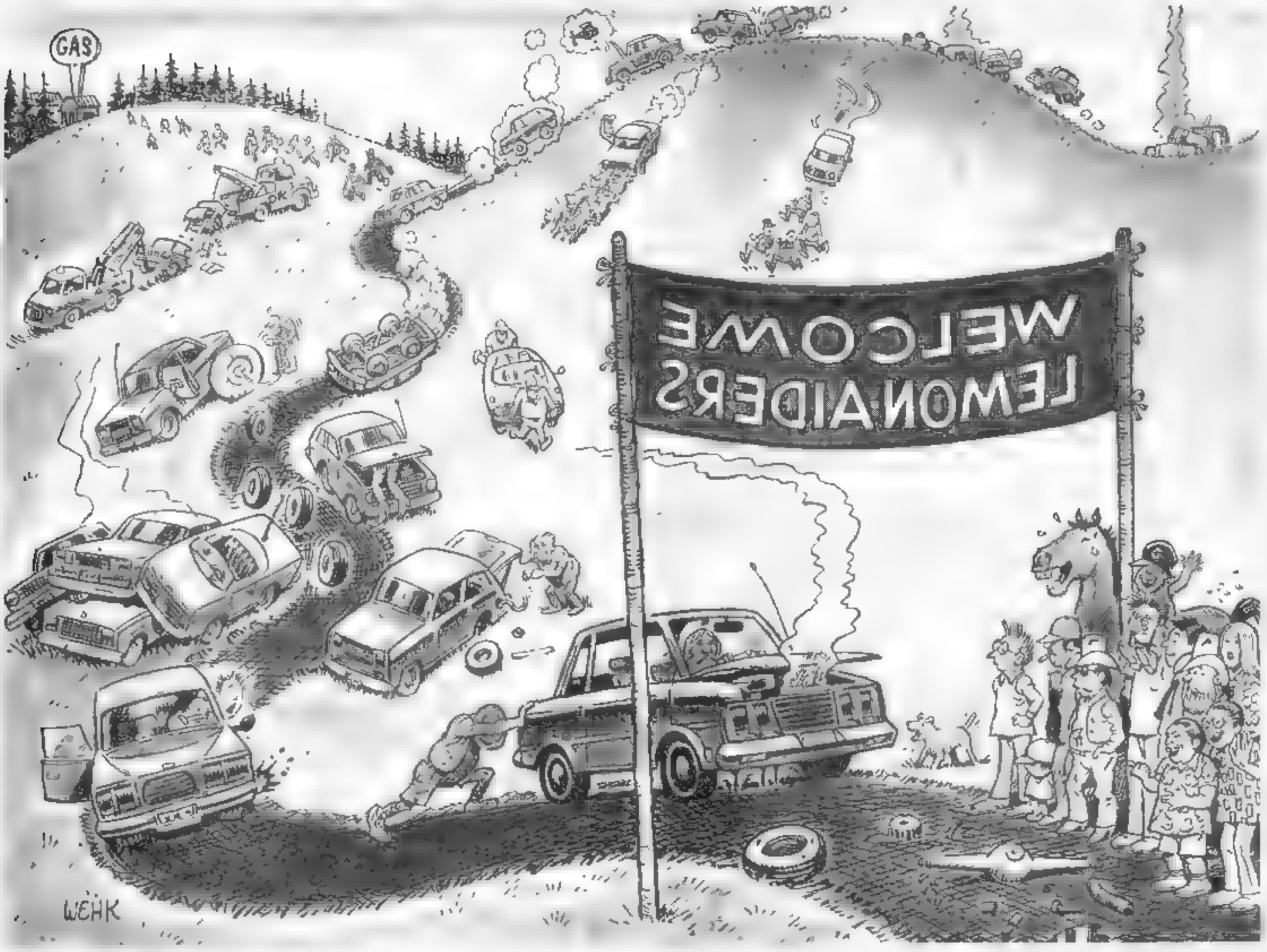


DICK DePT.

There's been *Live-Aid, Band-Aid, Hands Across America* and other events which have raised millions of dollars for worthwhile causes. But what about those **other fund raisers** which go neglected and get completely forgotten, huh? Yeah, what about **those!** Well, **Mad** doesn't forget! Not us! **Hoo hah!** We herewith present...

FUND RAISERS
that never made it!

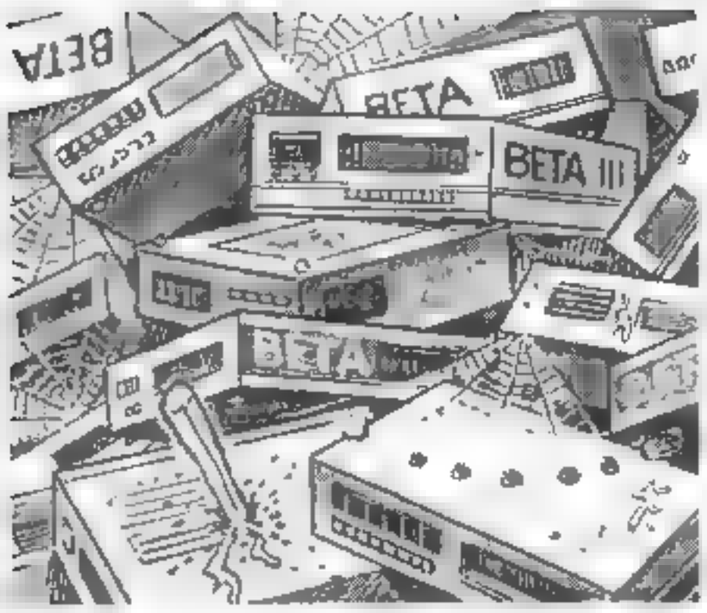
ARTISTS: WILL ELDER & HARVEY KURTZMAN WRITER: DICK DEBARTOLO



LEMON-AID was to be a line of defective American-made cars stretching from the east and west coasts and meeting in Detroit. Driven by frustrated owners who received no satisfaction from indifferent auto dealers and manufacturers, LEMON-AID never had a chance—only **seven cars** were able to make it to their positions on the line!

BAND-AID II was the rock world's feeble attempt to raise money for the enormous task of trying to keep track of rock bands and performers who disappear, reappear, skip from group to group, change names, change hair, etc. The problem, of course, was that those chosen to appear could not be **located** and few pledges were called in during the 3-hour screening of a bare stage!

HAMS ACROSS AMERICA was intended as the "life of the party" answer to the successful COMIC RELIEF event staged by **professional comedians.** The frustrated would-be funny folks, decked out in lampshades and



BRAND-AID was planned to relieve the nation of the current *"Damn, I wish I'd bought the other one"* disease now reaching epidemic proportions. GE owners with second thoughts about a recent refrigerator purchase, for instance, could swap theirs with a Westinghouse buyer suffering from the same ailment. The event ended in a shambles when 7000 Sony Betamax VCR owners showed up hoping to swap for VHS equipment and found **no takers!**

NO-HANDS ACROSS AMERICA was not in "good hands" with Allstate or any other insurance company, for that matter! This event was organized to put together all those people whose insurance premiums have doubled and tripled along with those who can't get insurance at all and to raise enough money for one huge policy covering **everybody!** This wonderful idea fell apart when it was learned that in order to be legal, the event itself had to be **insured,** and of course, no insurance company would cover it!

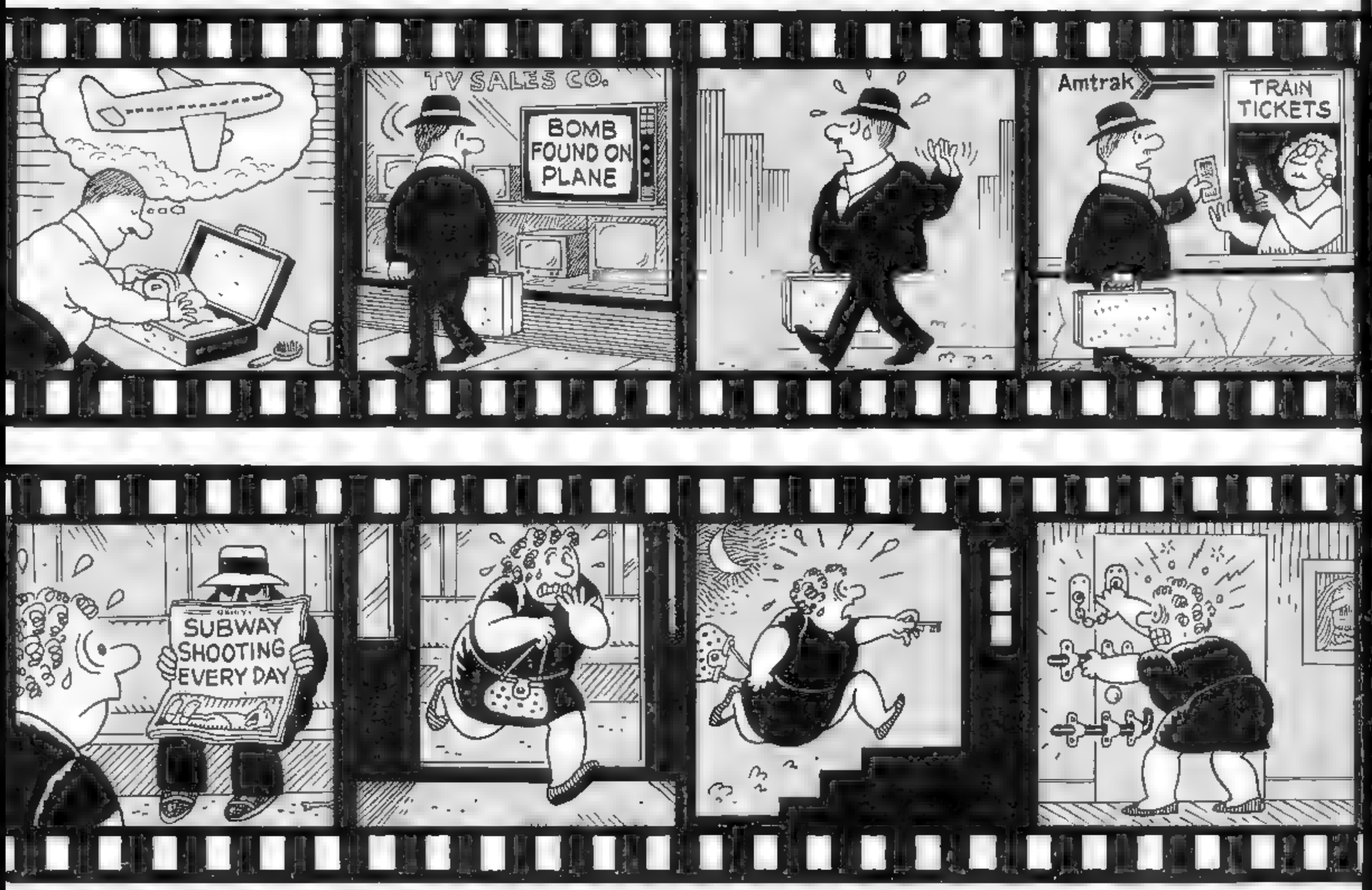
equipped with whoopie cushions and seltzer bottles might have had a good thing going, but their **inflated egos** got in the way, and some types of **ham** can never be **cured.** Upstaging each other at every chance, the event ended in a **humorless riot** that collected neither laughs nor bucks for the noble cause!

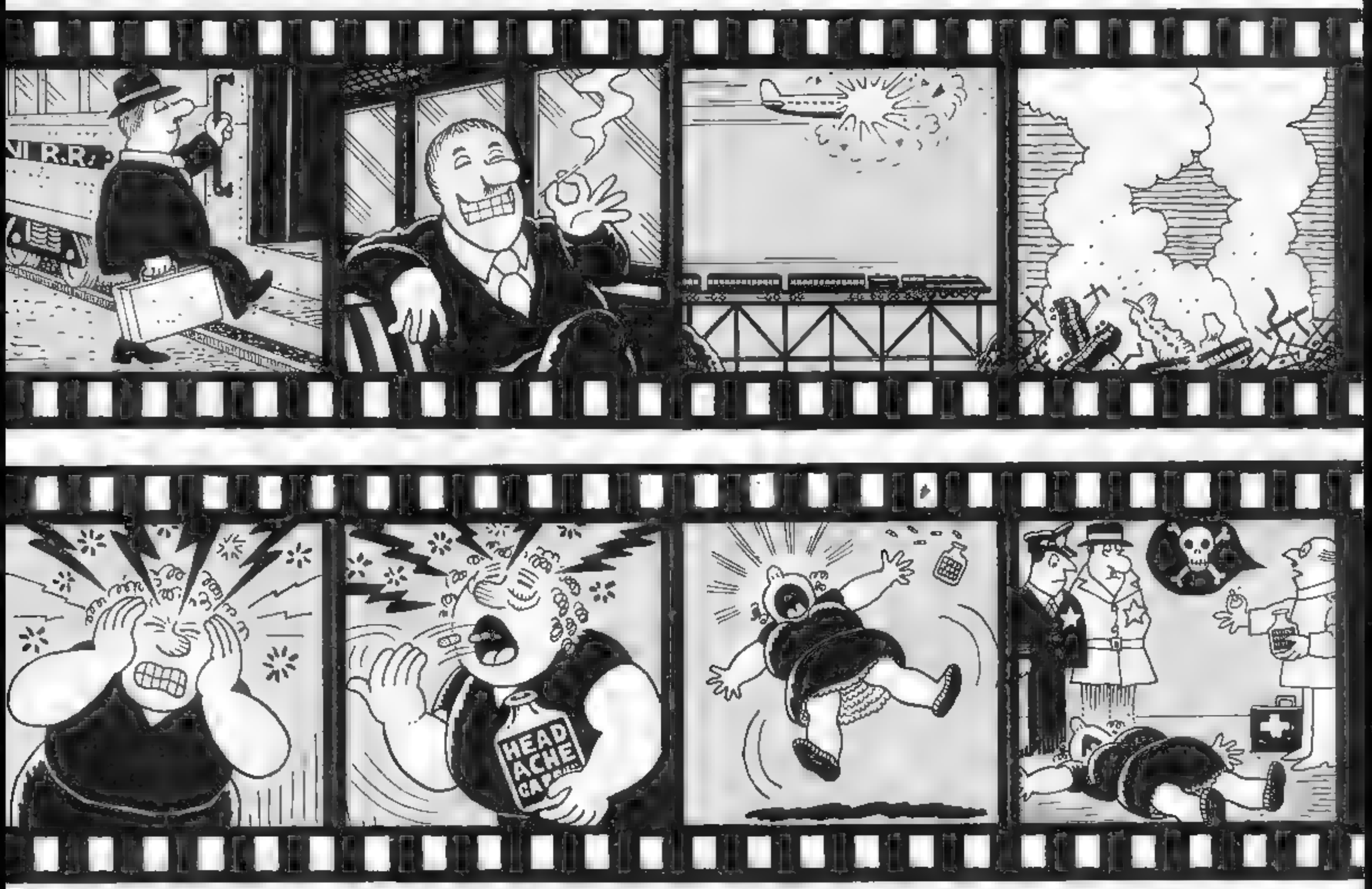
ALL JAFFEE DEPT.

MAD MINI-MOVIES

Featuring The Fickle Finger Of Fate

ARTIST & WRITER: AL JAFFEE



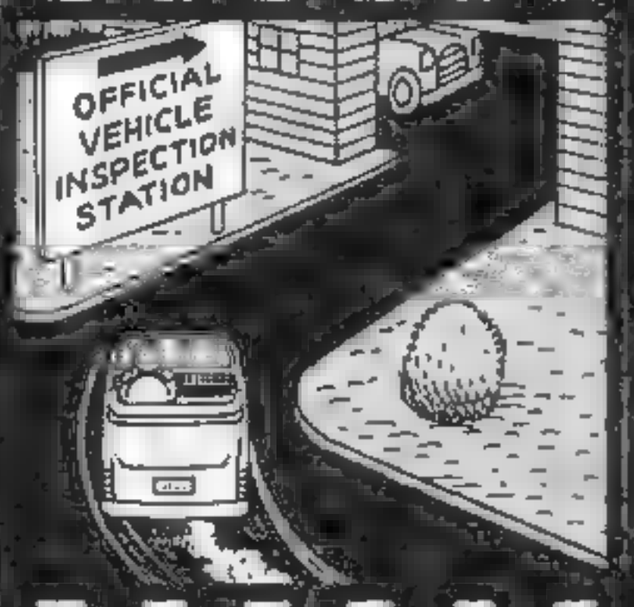

HEAD
ACHE

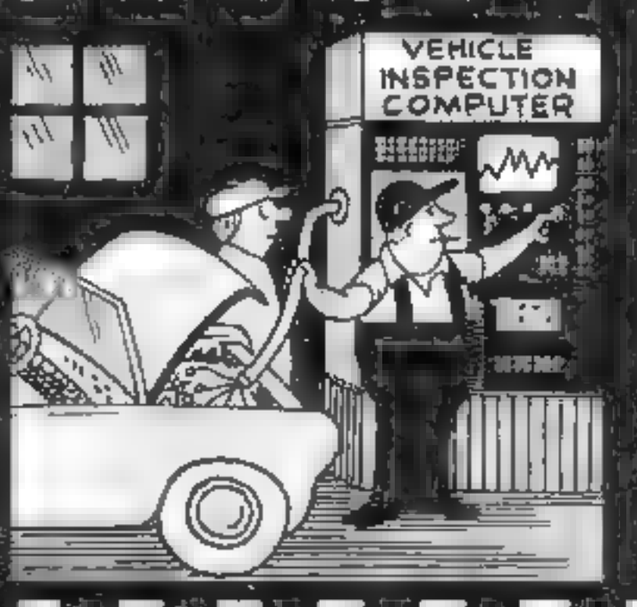
FRUITS AND VEGETABLES FULL OF DEADLY PESTICIDES

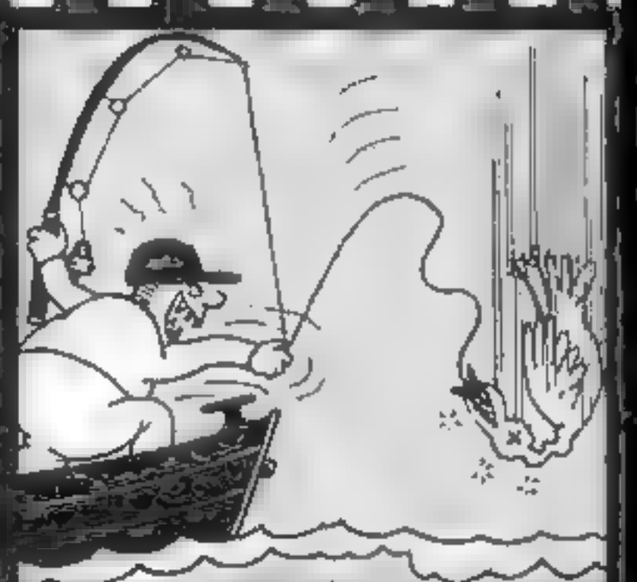
HEALTH FOOD MARKET

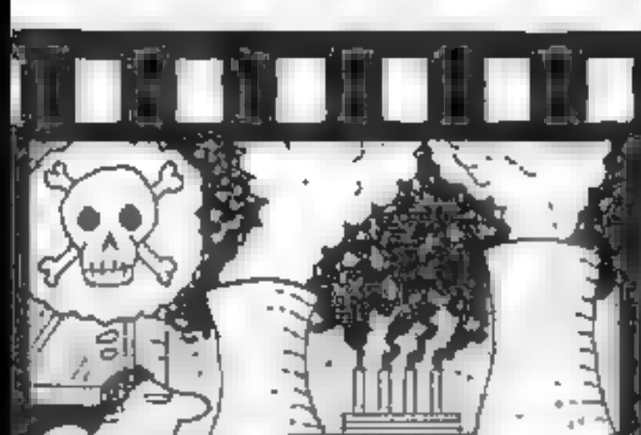
ORGANICALLY GROWN FRUITS AND VEGETABLES POSITIVELY NO PESTICIDES!

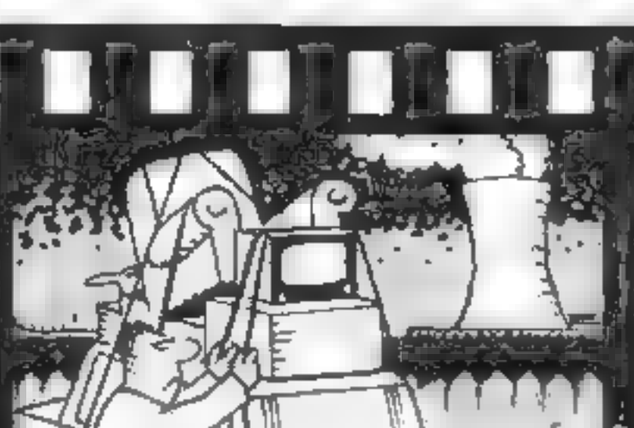
STATE LAW ALL VEHICLES MUST PASS SAFETY INSPECTION

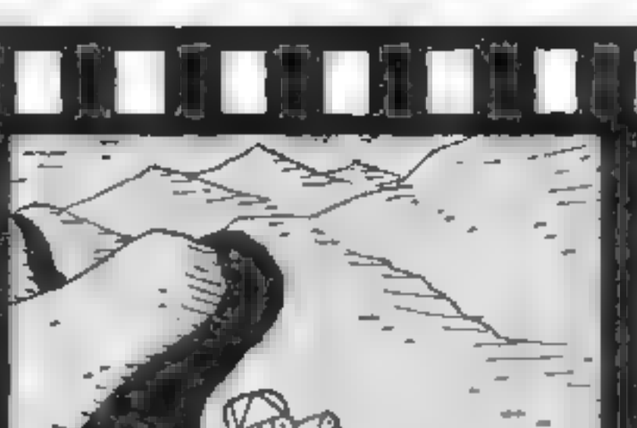

OFFICIAL VEHICLE INSPECTION STATION


VEHICLE INSPECTION COMPUTER

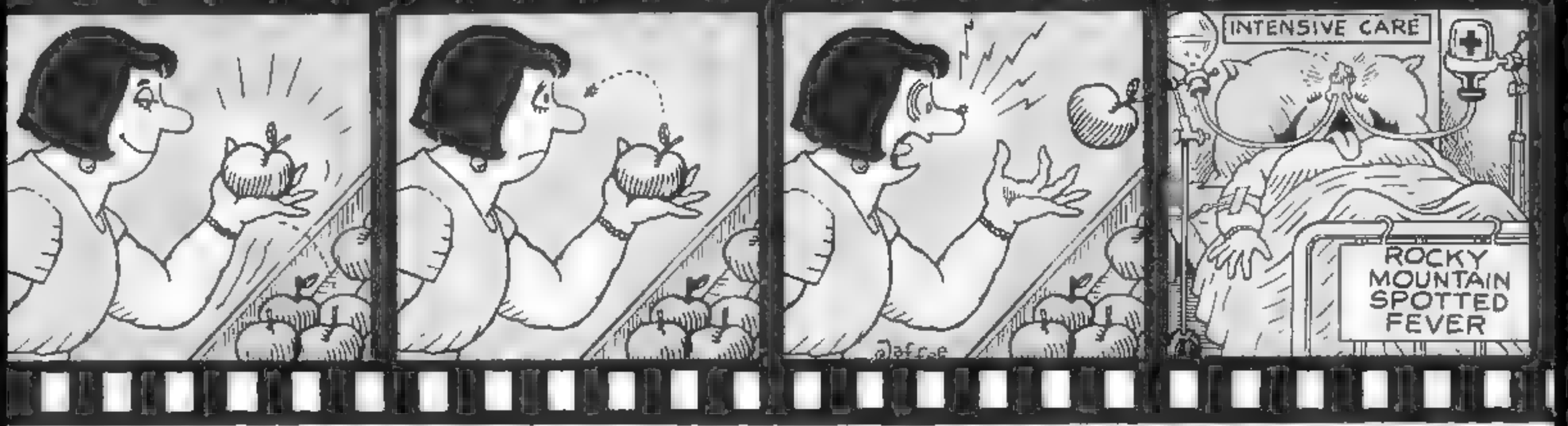


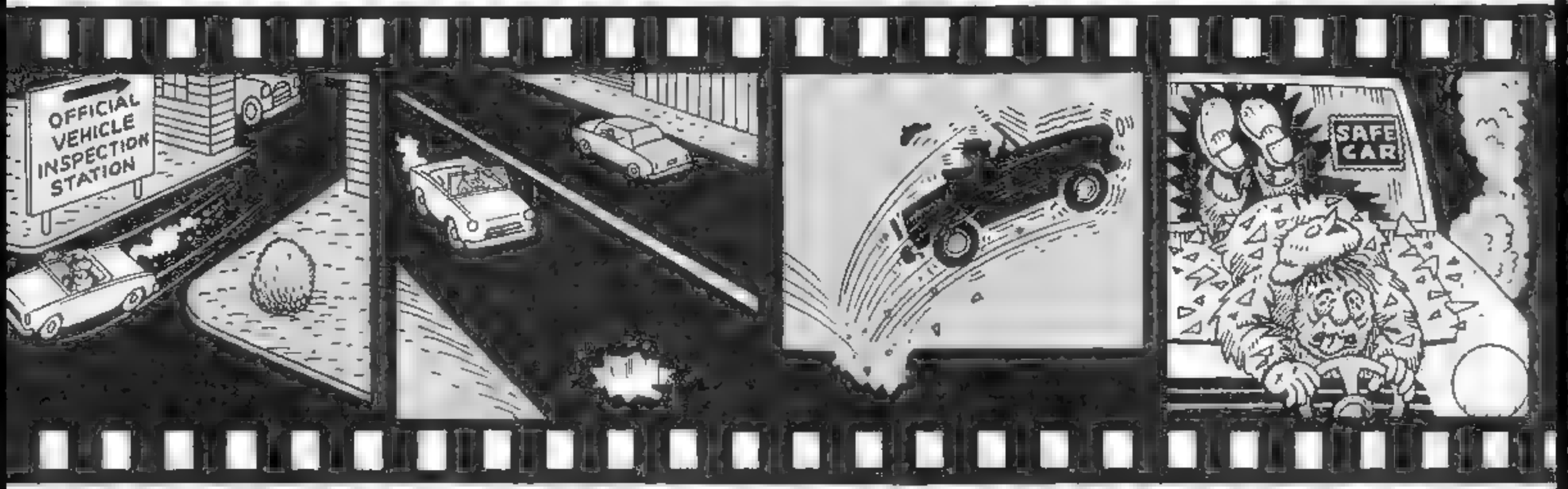


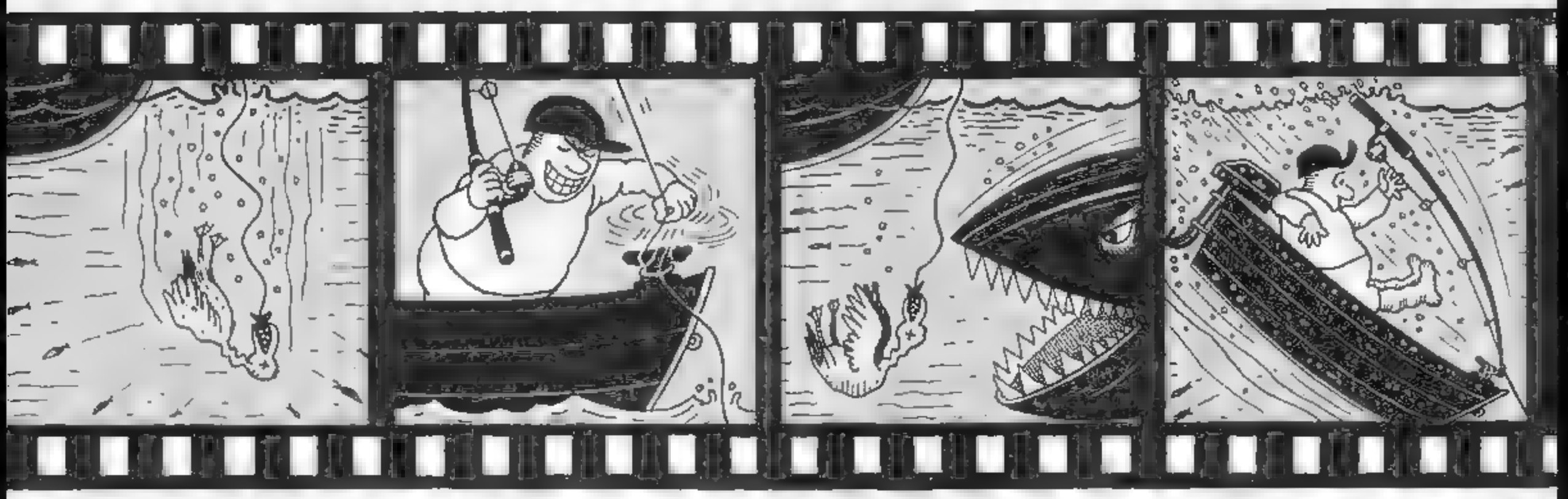




ENTERING CLEANTOWN POP. 23


INTENSIVE CARE
ROCKY MOUNTAIN SPOTTED FEVER


OFFICIAL VEHICLE INSPECTION STATION
SAFE CAR



HOUSE 4 SALE
...A VIOLENT EARTHQUAKE STRUCK CLEANTOWN UNEXPECTEDLY TODAY...

A BAD CASE OF THE RE-RUNS DEPT.

The problem: Not enough good, current TV hits for MAD to parody!

The Solution: Go back and make fun of old TV shows that are still being played to death!

Another problem: Not enough copy to fill this boring introduction.

The solution: This extra line which doesn't say anything.

NOW there's enough copy, so here's our version of...

"I Love Luny"

I'm glad you guys stopped by! **Sicky** is at the club **auditioning** male **singers** for his new nightclub act.
What are **you** waiting for? Put on a **fake moustache** and **dress up** like a man and we'll go down to the audition and **fool** Sicky!
Nah, Sicky won't **fall** for that **old routine!**
I don't see why not! He's **fallen** for it **2,000 times before!**
Luny, **I can't** understand why you're not going to **louse-up** Sicky's audition with one of your **hilarious male impersonations!**
I'm staying **home** and making one of my **hilarious meals** instead—**chili!**
Chili's not **hilarious!**
It is when you make it with **Mexican jumping beans!** If you want to try some, get a ladder and **scrape** a little off the **ceiling!**
Torres

ARTIST: ANGELO TORRES

How did the **audition** go, Sicky?
Okay, but there was **one singer** that was **so bad,** I thought it was **Luny** in **disguise!**
How did you **know** it **really wasn't** me?
I was able to get him **off** the stage in 15 seconds. If it was **you,** youse would've stayed on stage **15 minutes milking** the **bit!**
So **what** did you finally do with the **lousy singer?**
When I found out he was from **Cuba,** I told him I'd give him **air fare** back if he'd give up singing **forever.**
Well.. did he **go** for it?
Not only did he **agree,** but he **promised** no one in his **family** would sing, so I gave him money for **15 fares** home. I'm no **dummy!**

I'm **Luny Esmoron Retardo.** Over the years, I've gained the reputation of being a **screwball,** but **nothing** could be further from the **truth!** You'll have to excuse me now, I have to go **lock myself** in a **steamer trunk** just as soon as I get my **big toe** unstuck from the **kitchen sink!**

I'm Luny's husband, **Sicky Retardo!** I thin' marryin' **me** was the **second smartest** theeng Luny ever done! The **first** smartest theeng she ever done was **soakin'** my **socks** in **coffee** so they would **stay up** longer! Would you like me to sing **"Babalu"** for you now?

We're the **Nurtzes!** I'm **Fret Hooboy Nurtz** and this is my **wife , Ether!** Please, no **cracks** about Ether being **young** enough to be my **daughter!** We **know!** Anyway, we're the Retardos' **"smart"** next door **neighbors!**

Fret, how could we be so **smart** and ***remain*** the Retardos' neighbors?!? **Anyone** with **smarts** would have **moved** the minute Luny came down and asked if we could help **change** her baby's **diaper—** and it wasn't even **born** yet!!

Hi, **Honey!** I'm so **hungry** I could eat a **pony!**

You **mean** eat a **horse!** And knowing the **cut of meat** Luny brought, you **may** get your **wish!**

I'm **glad** you're hungry! I made **chili!**

Fonny, I doan **smell** no chili **cookin'!**

The **reason** you don't smell no chili **cookin'** is because it's in the **refrigerator chillin'!**

Luny, chili is **supposed** to be served **hot!**

Then **why** do they ca.. it **"chill"?** **WAAAAA!** I **wasted** a whole day making chili for you and you don't **want it! WAAAAHHH!!!!**

Honey, your day wasn't **wasted!** Now you got a **raisin** to do one of your **cryin' bits!**

Gee, that's **right!** And you got to do one of your **silly word substitution** bits, saying **"raisin"** for **"reason"!** The day is **saved! Yea!**

WRITER: LOU SILVERSTONE

There's **someone** at the **door.**

It's **Fidel,** the **lousy singer** I was talkin' about!

Hi, Sicky, I **stop** on my way to the **airport.** I need money for **two more** tickets. I get **two more lousy singers** to leave the country!

If **all** the lousy singers **left** the country, **what** would Luny do for a **husband?**

You know, he **DOES** look like **Luny,** in one of her **cheap disguises!**

Sicky, what do you think will become of that guy **Fidel?**

Who knows? He'll go back to **Cuba,** get a **job...** the **usual.** Heck, I don't care if he becomes the next **President** of the **country,** just so long as he **never** sings again!

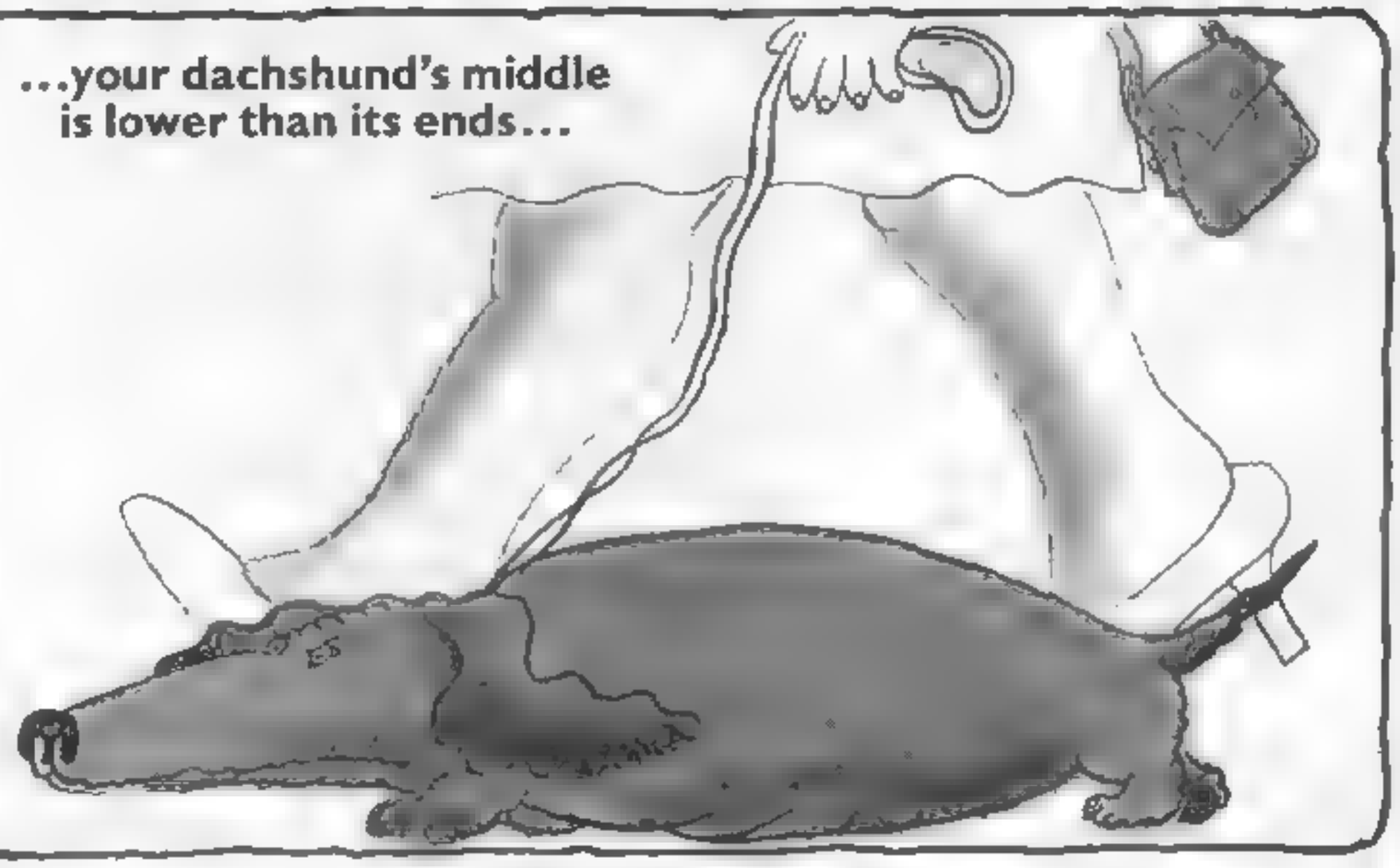
MARX

IT'S WANING CATS AND DOGS AND... DEPT.

Your Pet Has Reached

...your parrot makes special menu requests...

...your dachshund's middle is lower than its ends...



...your angora runs out of angora...

...your doberman gives limp handshakes...

ARTIST & WRITER: PAUL PETER PORGES

...your schnauzer doesn't recognize his old friends...

Blissful Retirement When

...your pirahna has lost its bite...

...your terrier is unmoved by the opening of the refrigerator...

...fleas abandon your sheepdog...

GERONIMO!

LOOK OUT BELOW!

HIT THE SILK!

EJECT! EJECT!

...your parakeet has to walk up to its perch...

OBEDIENCE

Norman, it's **past six!** Do you know where Teddy is?
Yeah! I got sick of **looking at him** with his **hair** down to his **shoulders!** I told him if he doesn't get a **short haircut,** he's **docked** for a **week!**
Yaaa!
I only **did** what you **told me!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

ADDICTION

Ever since you got that **VCR,** all you kids do is **rent tapes** and watch them **over** and **over!**
And most of them are either junk or filth! **"Friday the 13th," "Rambo," "Porky's,"**—didn't any of you ever hear of the **art** of **conversation?**
No...
Where can we **rent it?**

EXERCISE

Stop **complaining** and just keep **jogging**, Claire!
How far have we gone?
About **one milk shake!** We've still got the **burgers** and **French fries** to go!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

INFLATION

What does the **plumber** estimate the **repair costs** will be?
We have a **choice**—we can send our **son** to **college**...
...or we can have a **toilet that flushes!**

SPORTS FANS

That creep! That bum! That shmendrick should be thrown out of the wrestling profession!
Why?
For showing good sportsmanship!

LANGUAGE

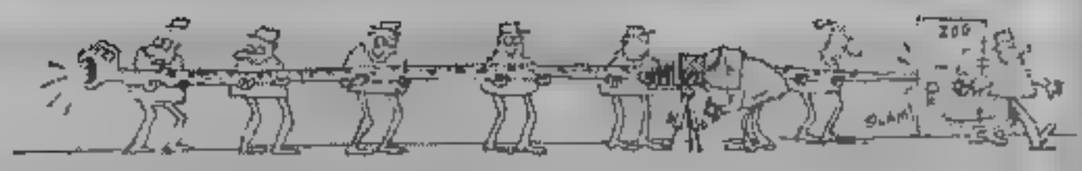
Kids today have no respect! You should hear my daughter talk with her four-letter words! She drives me crazy!
She'll stop quick enough if you use four-letter words on her...
SALAD BAR

POLITICS

This afternoon I was listening to a guy who really knows what's wrong with this country's economic policies and international relations! And what's more, he knows how to solve the problems!
Really? It's about time a real leader showed up to take the reins! He'll get my vote!
BOOKS
BAR
BARBER SHOP
Oh, he's not running for office! He's too busy driving his taxi!
TAXI

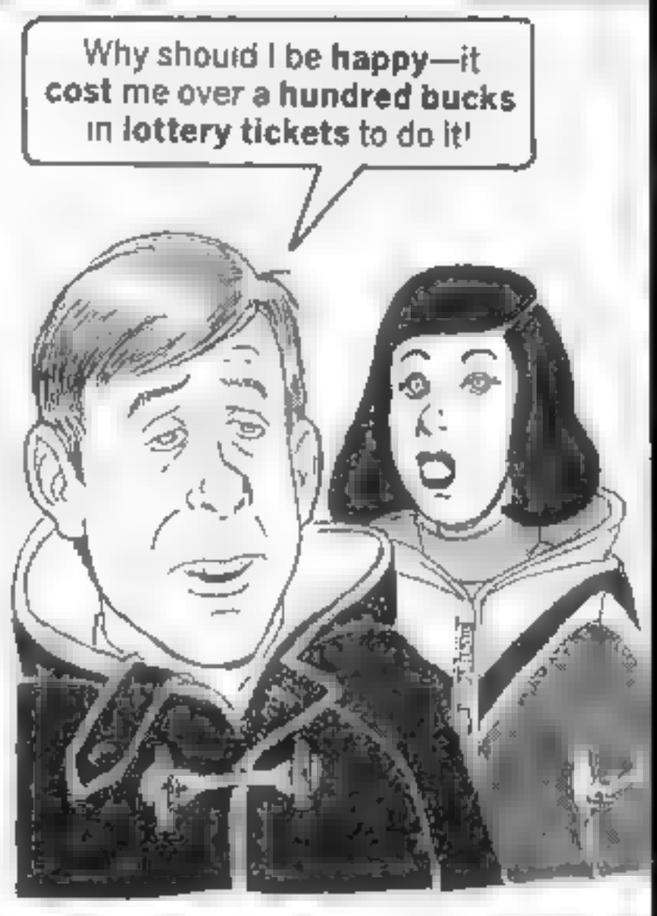
APPRECIATION

Dad, I just came from the mall! I bought a lot of great clothes and I charged them to your account!
You did what?! Do you realize how hard I have to work just to make ends meet? For the last six weeks I've been putting in overtime so that this family can eat well and maintain our level of lifestyle!
So tell me, "Miss Million Dollar Wardrobe," what have you got to say?

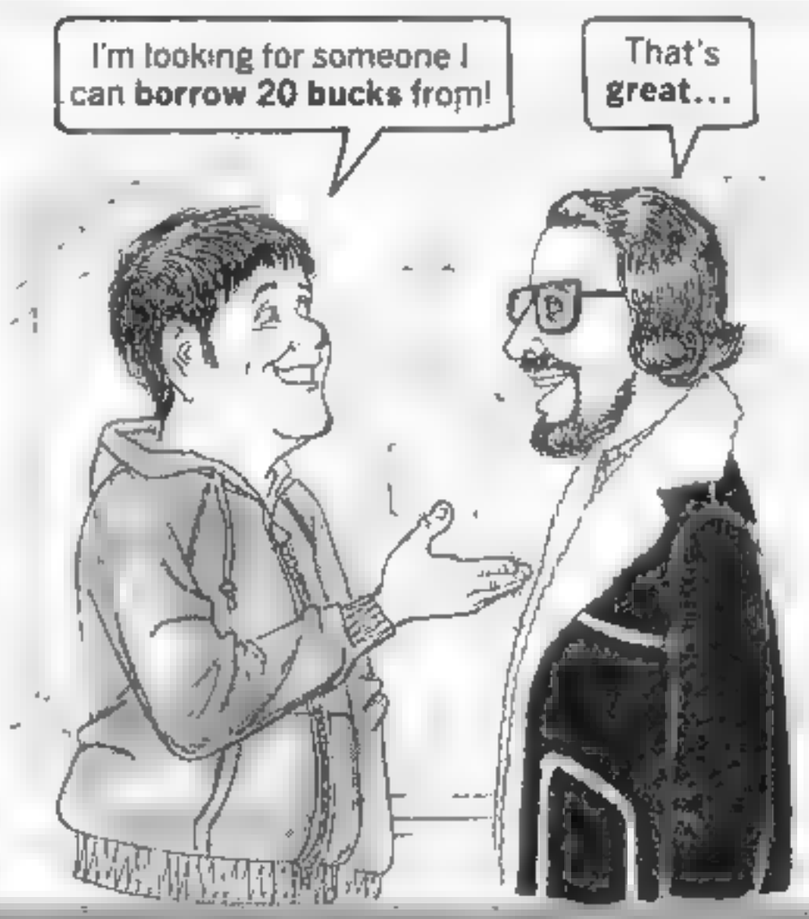


LOTTERIES

Guess what—I won 25 bucks in the lottery today!
See? You're always complaining about how you never win anything! This should make you happy!



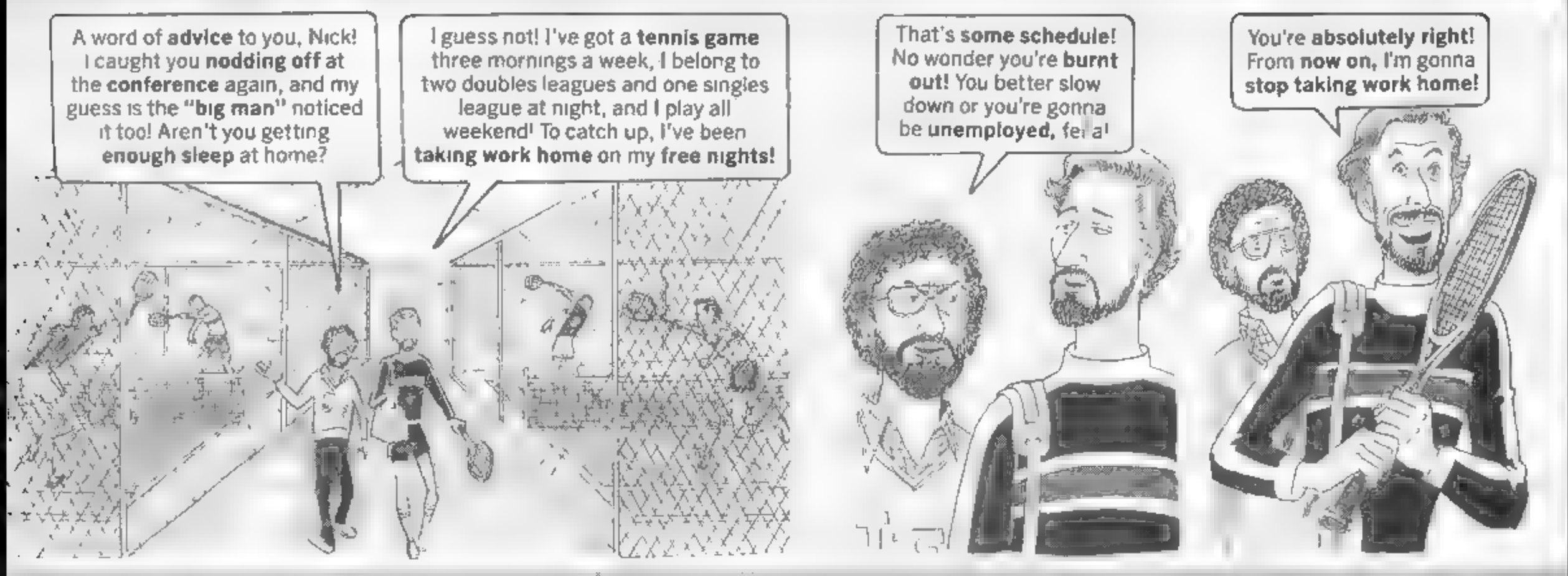
TIMING



MEMORY

Surprise! Today is the tenth—our wedding anniversary! And here's something to show you that I'll always remember this very special day, my love!
This is a surprise, Scott!

PRIORITIES


A word of **advice** to you, Nick! I caught you **nodding off** at the **conference** again, and my guess is the **"big man"** noticed it too! Aren't you getting **enough sleep** at home?
I guess not! I've got a **tennis game** three mornings a week, I belong to two doubles leagues and one singles league at night, and I play all weekend! To catch up, I've been **taking work home** on my **free nights!**
That's **some schedule!** No wonder you're **burnt out!** You better slow down or you're gonna be **unemployed,** fella!
You're **absolutely right!** From **now on,** I'm gonna **stop taking work home!**

COMMUNICATION

I was out with David Dasch last night! He is one **marvelous conversationalist!** He kept me **interested** for over **two hours!**
I never realized that about him! What was he **talking about?**
Me!

DOCTORS

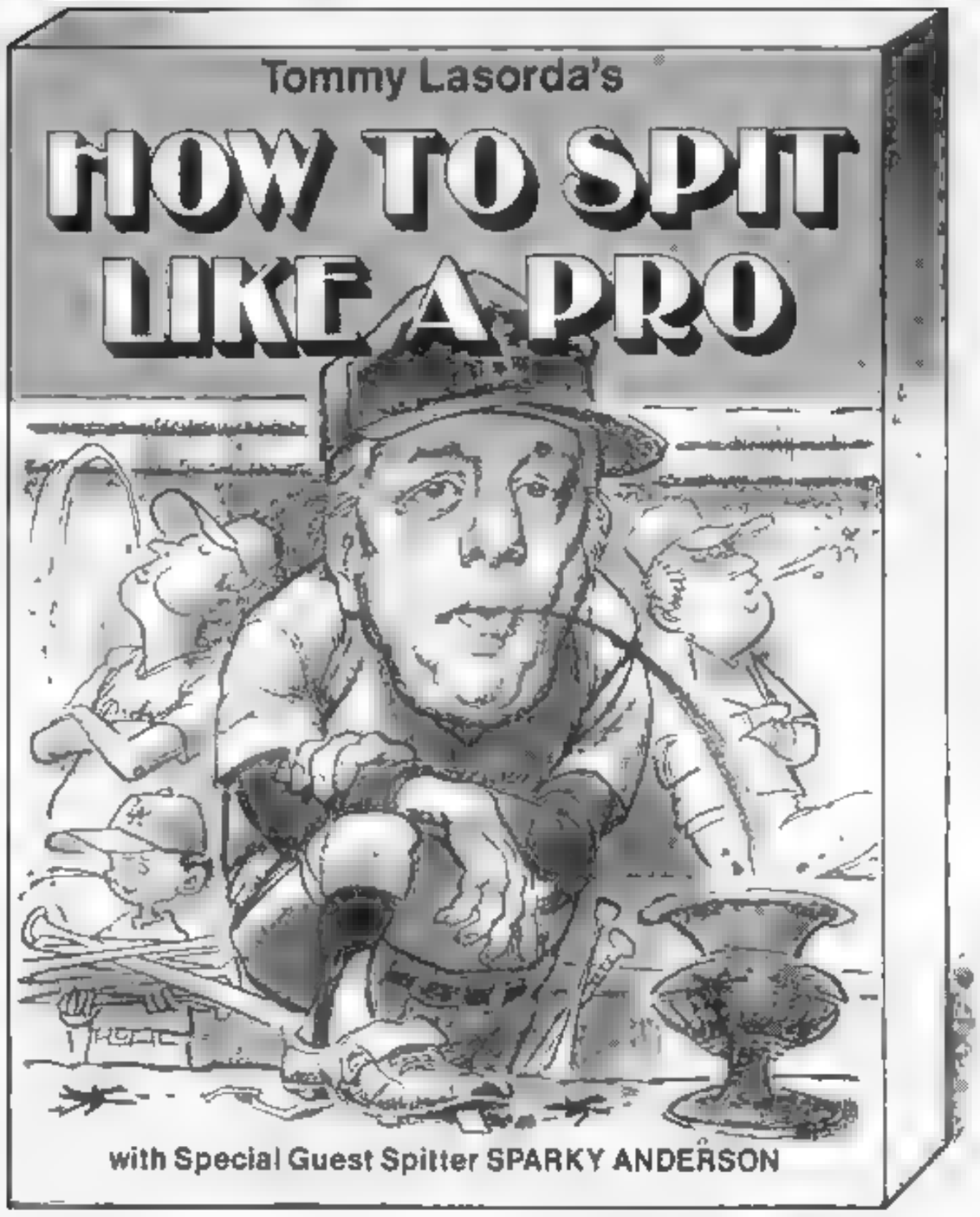
AROUND NOON ON A DOWNTOWN STREET CORNER

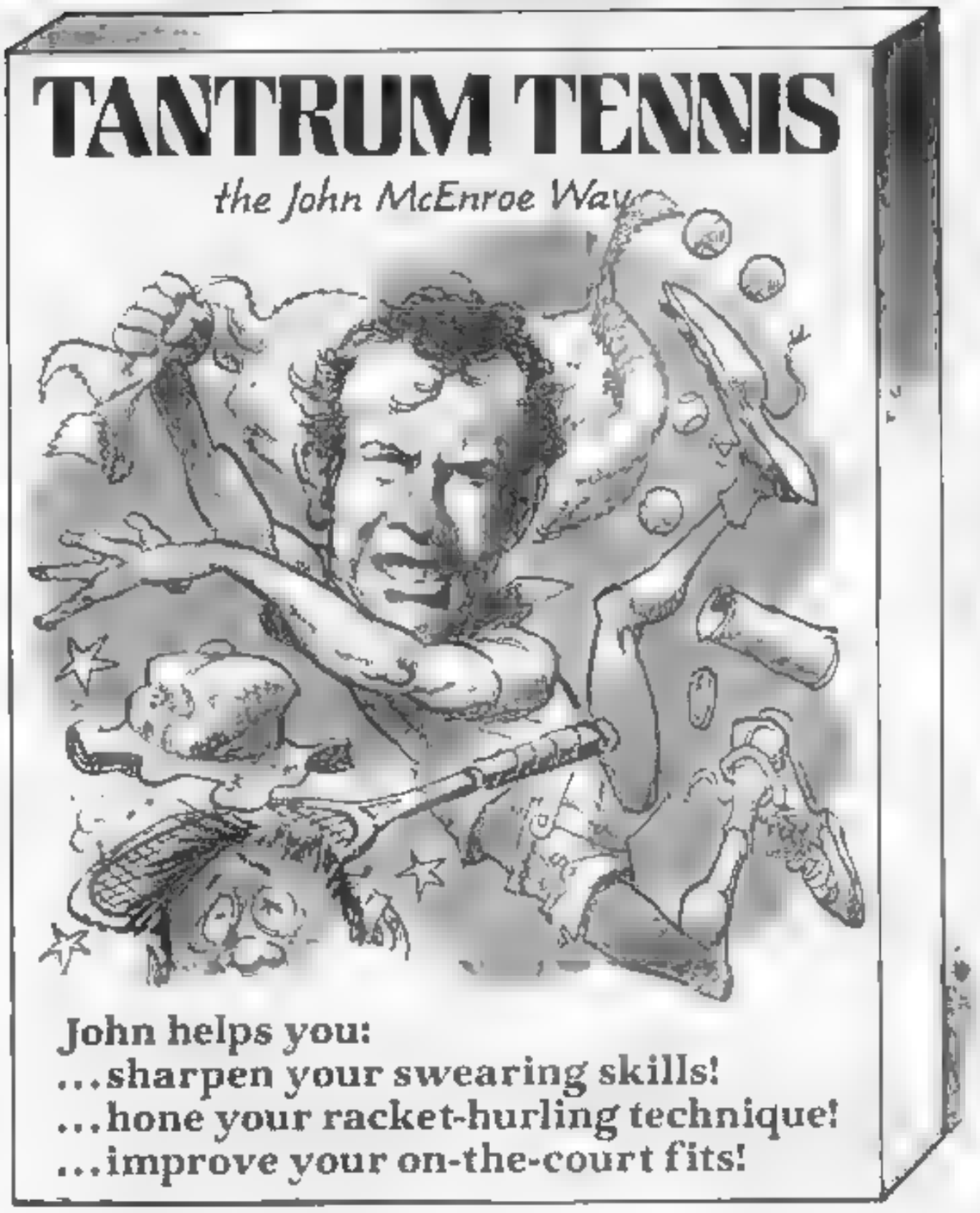
A MAD GOING LOOK AT

SERGIO ARAGONES DEPT.

TO THE MOVIES

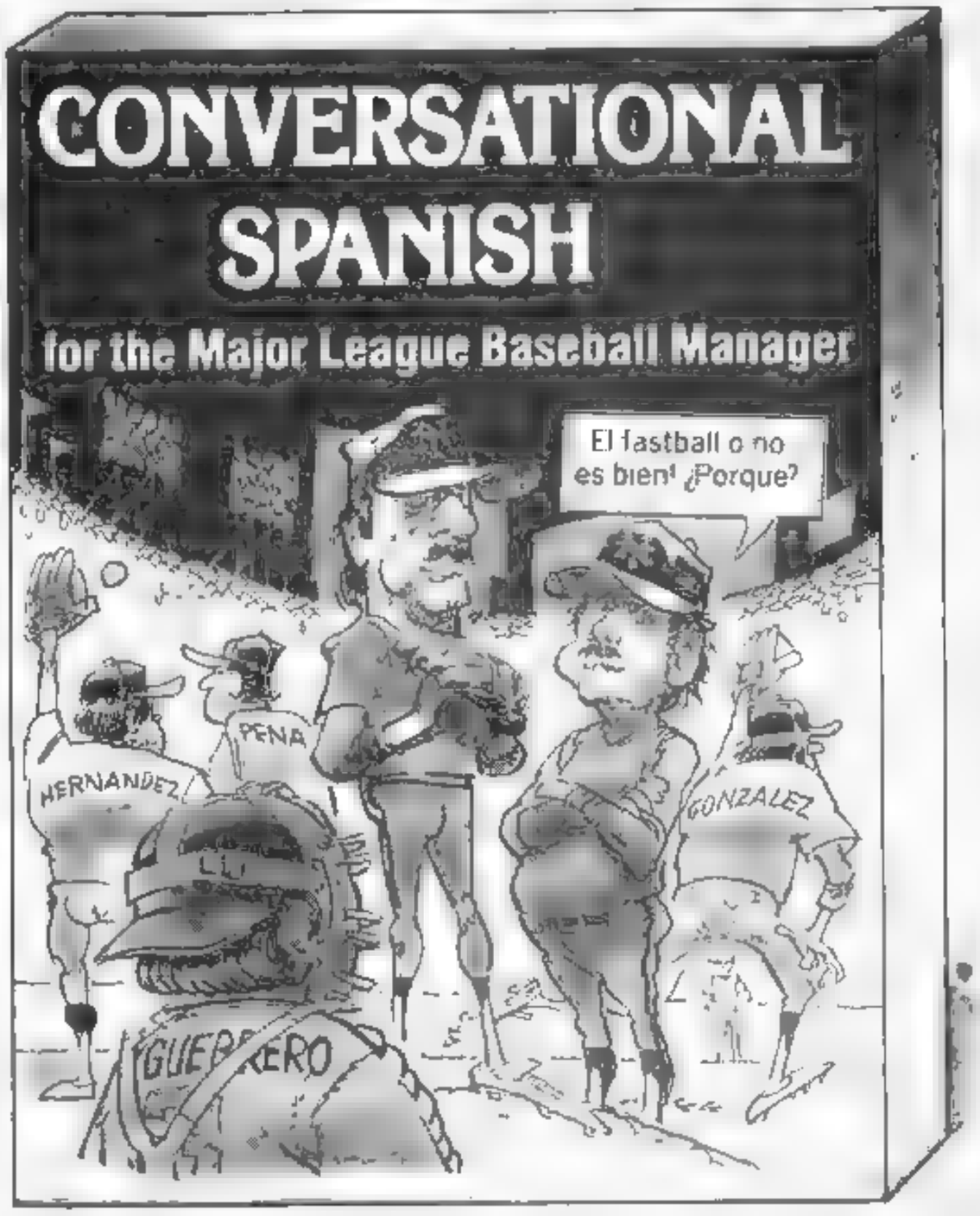
ARTIST & WRITER SERGIO ARAGONES

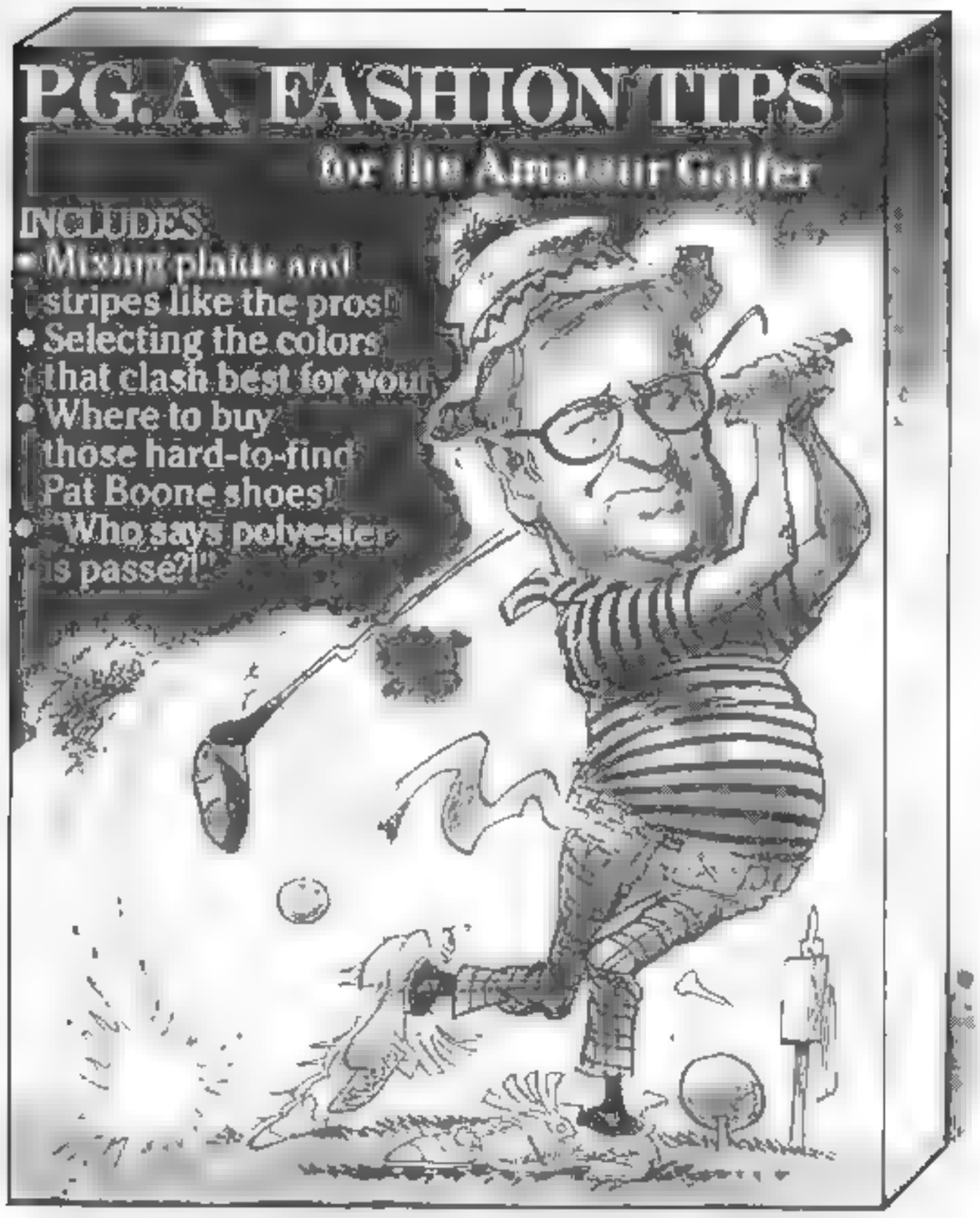


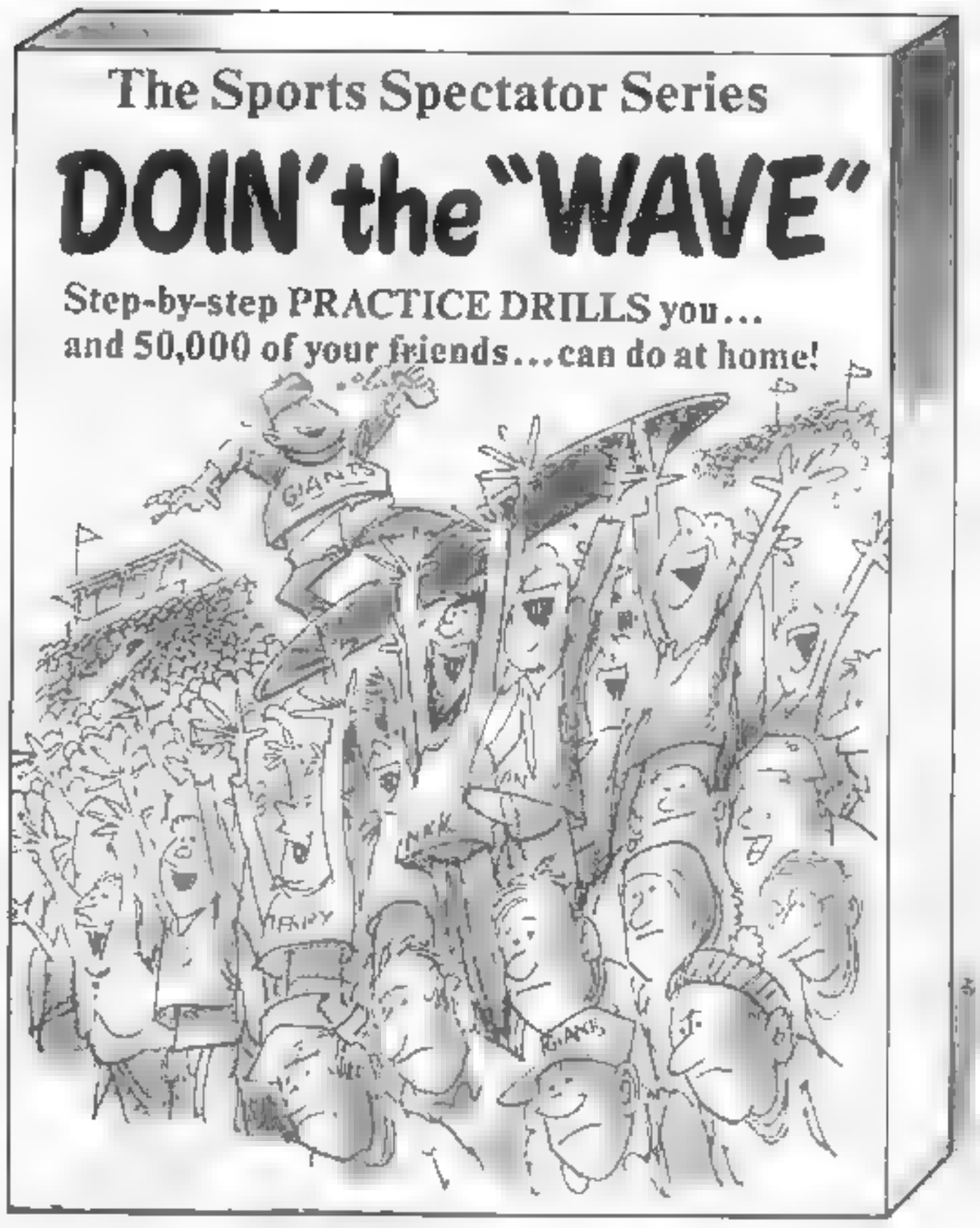


TAPE ME OUT TO THE BALLGAME DEPT.

INSTRUCTIONAL SP

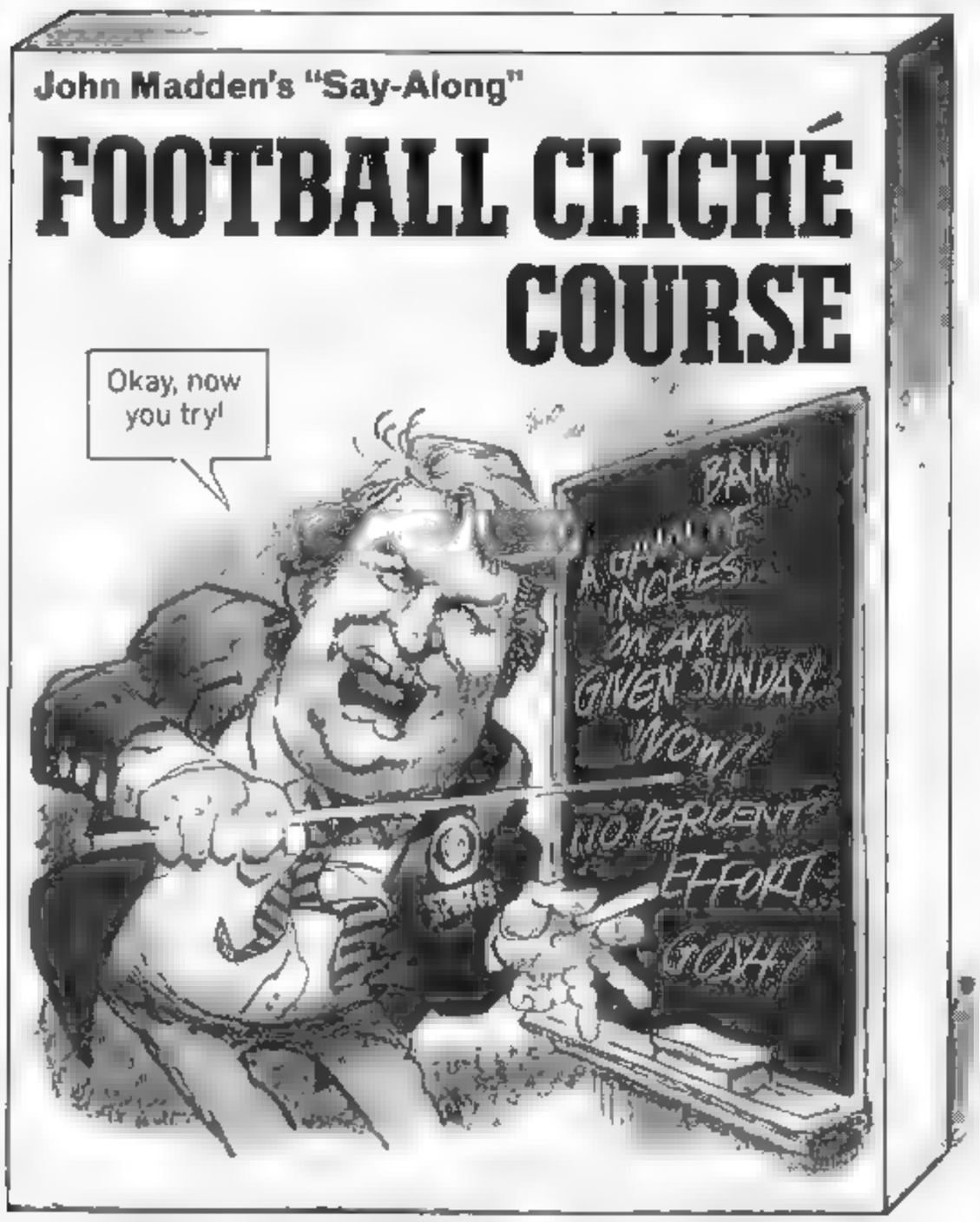


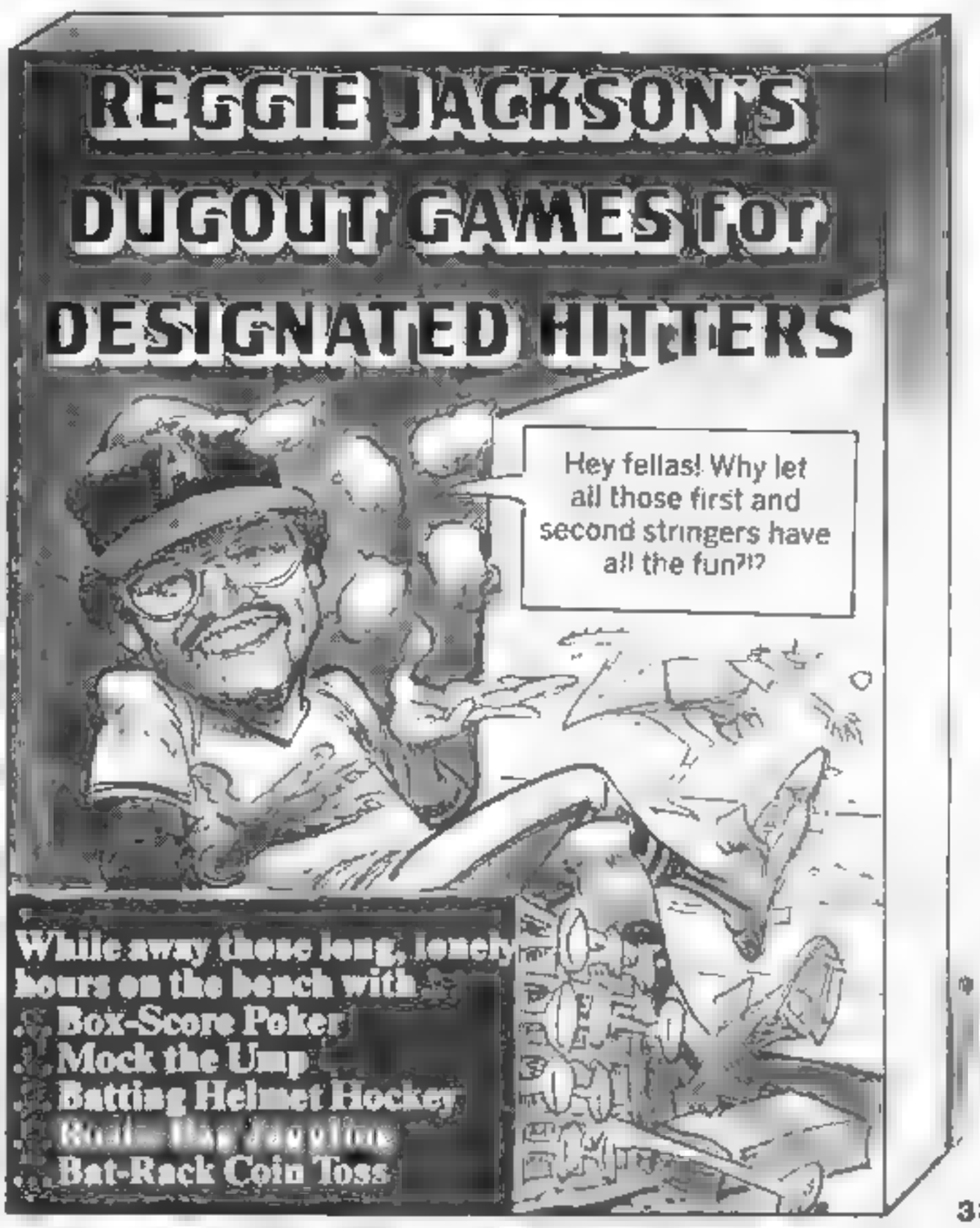

P.G.A. FASHION TIPS
for the Amateur Golfer
INCLUDES:
• Mixing plaids and stripes like the pros!
• Selecting the colors that clash best for you!
• Where to buy those hard-to-find Pat Boone shoes!
• "Who says polyester is passé?!"


The Sports Spectator Series
DOIN' the "WAVE"
Step-by-step PRACTICE DRILLS you...
and 50,000 of your friends...can do at home!
GIANTS

ORTS VIDEOS we'd like to see

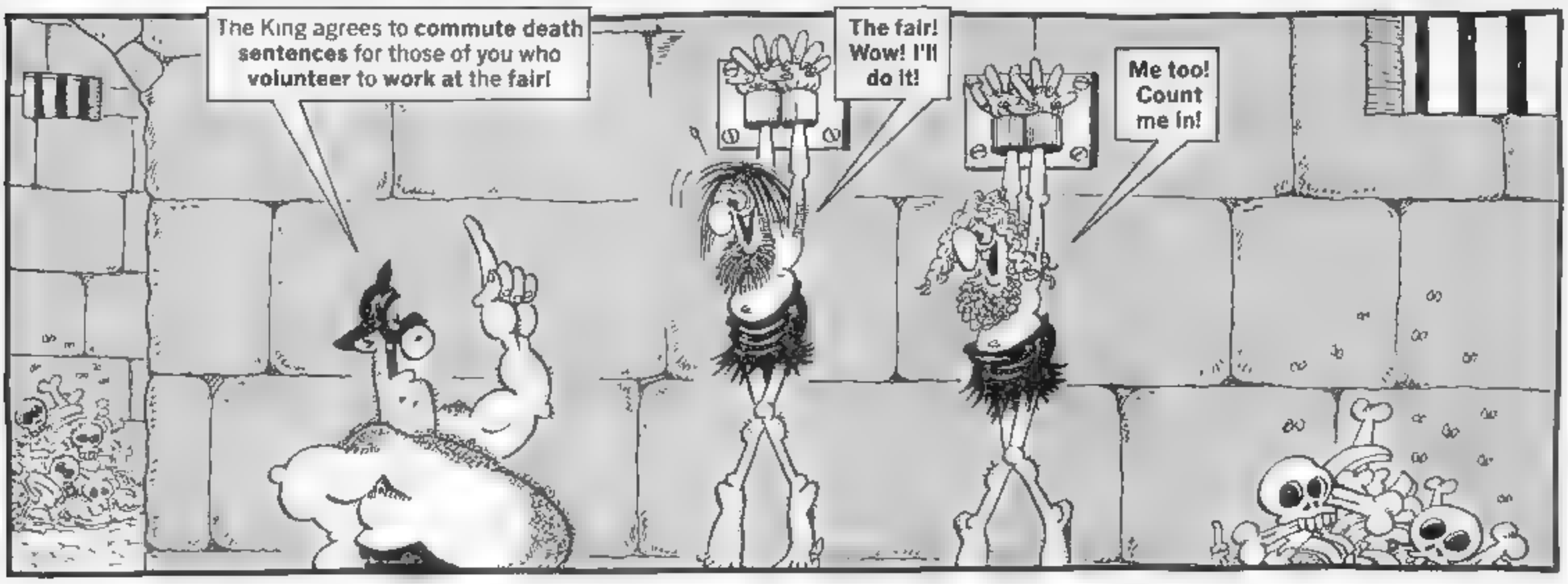
ARTIST: JACK DAVIS WRITER: MIKE SNIDER




REGGIE JACKSON'S DUGOUT GAMES for DESIGNATED HITTERS
Hey fellas! Why let all those first and second stringers have all the fun?!?
While away those long, lonely hours on the bench with
Box-Score Poker
Mock the Ump
Batting Helmet Hockey
Bat-Rack Coin Toss

DON MARTIN DEPT. PART II

LATE ONE AFTERNOON IN THE DUNGEON


The King agrees to commute death sentences for those of you who volunteer to work at the fair!
The fair! Wow! I'll do it!
Me too! Count me in!

ARTIST: DON MARTIN WRITER: DON EDWING

A few months ago the United States Attorney General and his hand-picked committee released a two volume, 1,035 page monstrosity purporting to offer sound solutions to the problem of smut proliferation. Unfortunately, at the obscene price of $35.00, most Americans could not afford to pick up a copy of this "study" for themselves. It is with this in mind that we present excerpts from...

THE MESS COMMISSION REPORT ON PORNOGRAPHY

A MESSAGE FROM THE CHAIRMAN

My Fellow Concerned Citizens,

As sure as I have a double chin, I'm sure you agree with me that the biggest danger facing American Democracy is not a Soviet nuclear build-up, international terrorism or organized crime. It is PORNOGRAPHY!

Smut has infiltrated every aspect of our society. One need look no further than the depraved sex outfits worn by the counter girls at Burger King for evidence of this. Morally superior people have long known that the greatest threat to our freedom is allowing people to write and say whatever they want!

That's where my Commission on Pornography comes in. I assembled a group of objective people, all of whom think exactly the same way I do. Together, along with $500,000 of your tax money, we discovered you can find filth almost anywhere-if you look hard enough. I personally spent many long nights watching the dirtiest hardcore films I could get my hands on, sometimes two and three times, in order to determine exactly how obscene they are. I purchased hundreds of X-rated magazines, books and decks of playing cards, and even though the Commission's report is finished, I continue to do so. That's how dedicated I am to making sure you can't watch or read anything I don't want you to.

Yours in freedom,

Edwin Mess

Edwin Mess
Chairman, The Mess Commission

HIGHLIGHTS OF THE COMMISSION'S REPORT

*Evidence strongly suggests that more than a casual link exists between hardcore pornography and excessive drooling . . . . . p. 96

*Commission member Lazar spots a lewd bumper sticker on I-80 outside Oakland . . . . . .p. 121

*Federal legislation proposed requiring the monkey houses at all zoos to be rated "R" . . . . . .p. 148

*2,875 obscene hand gestures catalogued. . . . . .p. 169

*Unanimous decision that Heather Locklear should be forbidden from appearing in ads for Jack LaLane Health Spas . . . . . .p. 204

*Commission's inability to locate Commission member Tudlow after he entered a Houston peep show six months ago. . . . . .p. 267

*Mandatory jail sentences recommended for people who put underwear on their heads at parties . . . . .p. 336

*Strom Thurmond's favorite dirty limericks . . .p. 412

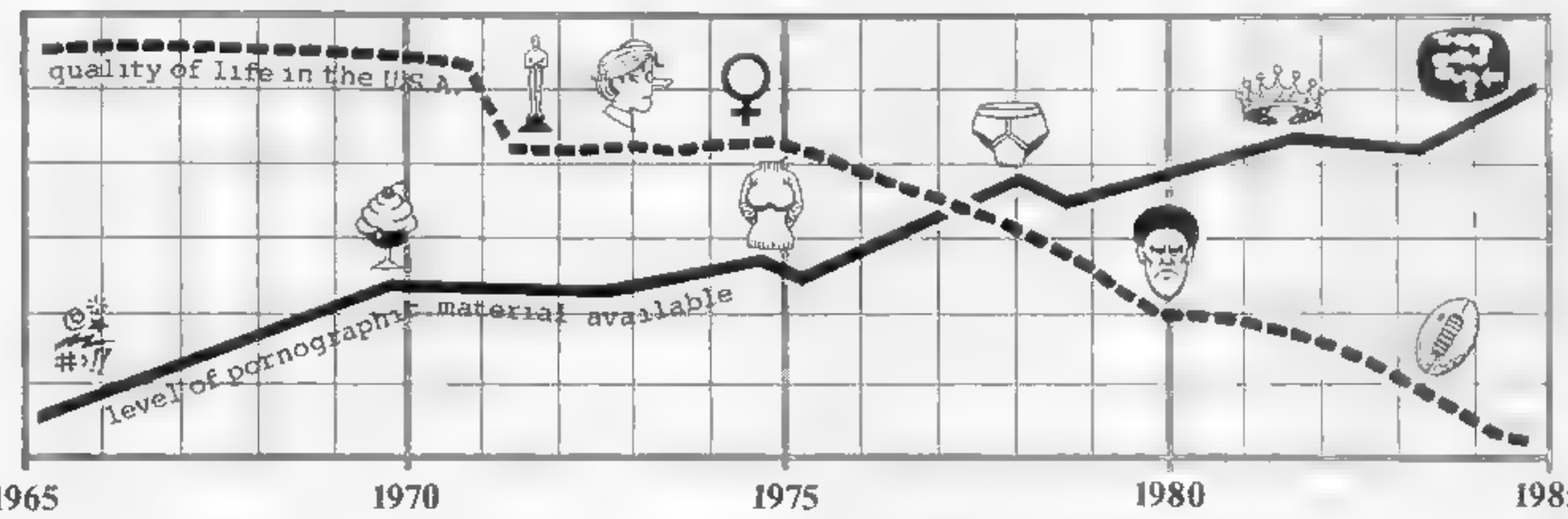
*Why an additional million dollars in funding so that the Commission can continue its research is a necessity . . . . . .p. 499

MEET SOME OF THE COMMISSION MEMBERS

(From left to right) HENRY E. MUDSON, President of Decent Americans for Decency in America; leader of the "Let's Ban Pudding" movement. Wrote a series of articles revealing the satanic overtones of "The Jetsons." DR. STARK DITZ, Chairman of The More Moral than "The Moral Majority" Majority. Supports legislation prohibiting the sale of Q-tips without a prescription. REV. LOOSE BITTER, Founder, Censorship Press; holder of the record for most books burned in a single school year (Parochial Div.). Personally crossed out the word "fondle" in every book in the Lincoln, Nebraska public library system. ALAN LEERS, Executive Director, Fanatic Citizens Watchdog Group; Author of The Bill of Rights: The Wimp's Bible! Mobilized the citizens of Lynchburg TN into pressuring local butchers to clothe the pigs hanging in their store windows. FREDERIK SHALLOW, Advisor to the President's Council on Fascism; Public Relations Director, "Jimmy Swaggart for King" Campaign; Author of I'm O.K., You're Immoral. PROF. MEAN TILTING, Once threw an egg at Bob Guccione.

SMUT AND OUR CULTURE

The following graph illustrates the clear link between the increasing availability of obscene material and the corresponding decline in the quality of American life over the past 20 years. The small symbols below indicate events which, in the Commission's opinion, significantly contributed to either the proliferation of smut or the disintegration of our great culture.



Jane Fonda wins Oscar

"Doonesbury" debuts

Equal Rights Amendment introduced

Hostages taken in Iran

USFL formed

Eddie Murphy learns how to talk

"Cool Whip" sales skyrocket

"Three's Company" premieres

Jim Palmer appears in Jockey shorts ads

Vanessa Williams crowned Miss America

Dan Rather shows diagram of President Reagan's colon to nation

THE PLAGUE OF PORNOGRAPHY IN OUR MEDIA

During its months of research, the Commission reviewed hundreds of books, films, television shows and magazines suspected of being pornographic. The following is a cross section of those reviewed, along with the Commission's evaluation.

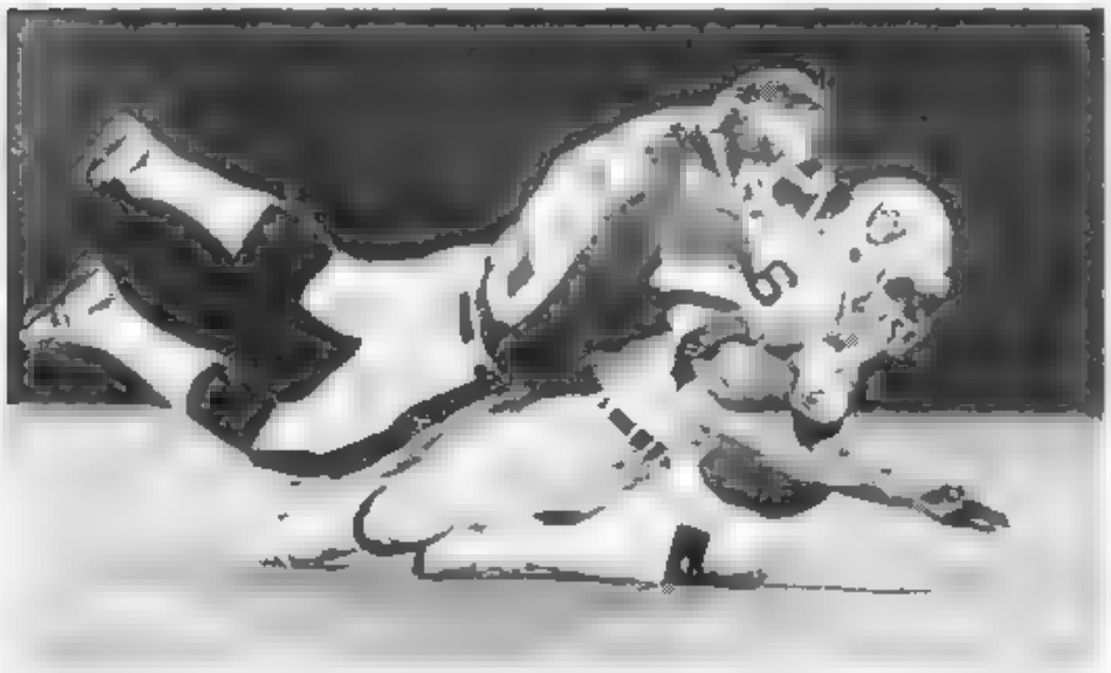
Sears Catalogue: Filth, filth, filth! Page after page of men, women and children in their underwear! Hundreds of ads for kinky stuff like loveseats and beds! Worst of all, this book is given away free to anyone who wants it!

Rolling Stone: No need for us to open this one. Any magazine with Madonna on the cover probably has lewd pictures of her inside! Besides, Rolling Stone is about rock music, which we already know to be grossly obscene!

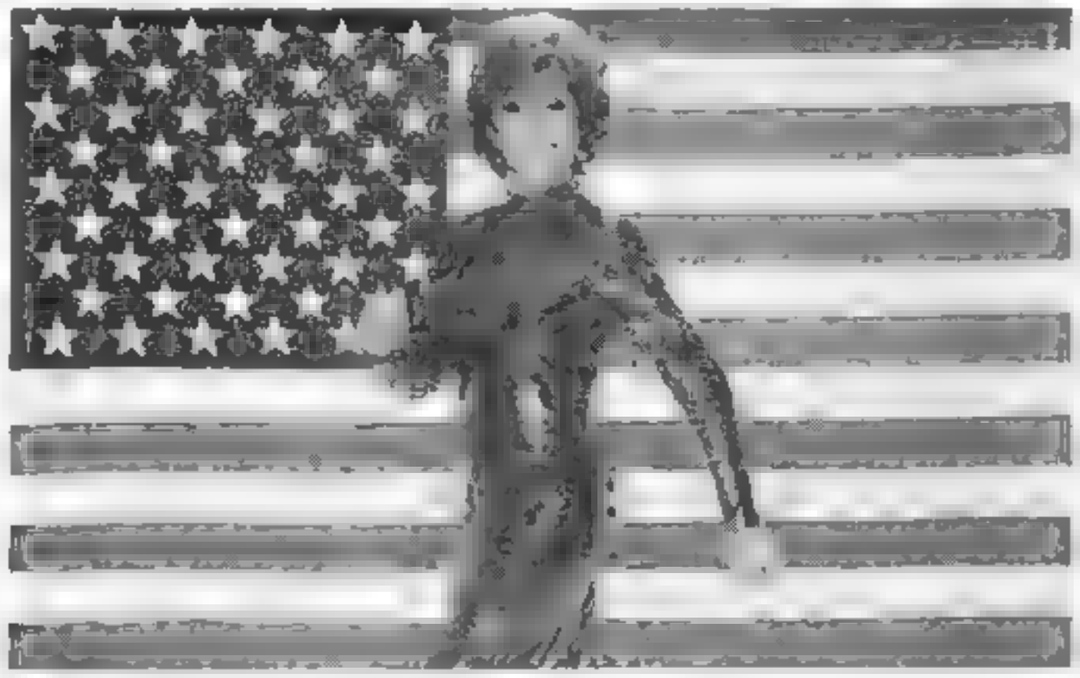
American Rifleman: The best of all the magazines we reviewed! There was not a mention of sex anywhere! We unquestionably recommend this fine publication to everyone. It reflects the kind of smut-free America we all hope and pray for.

Wheel of Fortune: For 30 minutes, depraved contestants call out letters—the very same letters used to spell the vilest, most profane words in the English language! Worst of all, this half-hour of sin features the provocative and sexually arousing costumes worn by Pat Sajak!

Family Ties: Although we did not actually watch this show, the word "ties" in the title is an obvious reference to the abhorrent practice of bondage and sado-masochistic rituals! That the show features young, innocent children makes it all the more lewd, repulsive and reprehensible.



Monday Night Football: Men huddled together on teams with names like the "Oilers" and the "Packers" are lunging and grabbing and piling on top of one another! Wearing skin-tight uniforms, they try to "score" so that they can dance together and pat each other on the rear! After this disgusting display, they all retire to the locker room where they shower together and who knows what else! Disgusting!



Tootsie: In this vile, corrupt "entertainment," a deranged actor poses as a transvestite in order to gain access to women's dressing rooms and to seduce young, unsuspecting girls. The actor revels as he applies makeup and dons pantyhose and a brassiere. Even so, this movie isn't half as reprehensible as another film glorifying cross-dressing degenerates that we saw called "Yentl."

HOW TO CLEAN UP: WHAT CITIZENS CAN DO

THE MESS COMMISSION'S RECOMMENDATIONS FOR IMPROVING OUR SOCIETY

1. Boycott any department store that leaves a nude mannequin in its window for more than two hours.
2. Write the MPAA and ask them to give all dirty movies "G" ratings since no one ever goes to see G-rated films anyway.
3. Refuse to be treated in hospitals that use patient gowns that open in the back.
4. Vote for only those candidates we like (Republicans).
5. Buy everything you need at 7-11 stores or from anyone else who bows to pressure exerted by special interest groups.
6. Rent X-rated video tapes, bring them home and record "Star Search" over them.
7. Carefully monitor the balloons at children's birthday parties.
8. If you see Bob Guccione, throw an egg at him.

IN CONCLUSION

After working diligently for months, it has become clear to this commission that pornography is a scourge that must be eliminated. It is our strong belief that the only way to defeat this epidemic of obscenity is to review everything published, filmed and photographed before the public has the chance to make up its own mind about it. In order to keep things fair, this review should be conducted by an independent and objective committee of unbiased and impartial citizens—namely US!!!

A WORD TO DEVICE DEPT.

You've read poems that glorify trees and Paul Revere and stuff like that. Let's face it—they're out of date. We're in the 1980s, and what deserves glorifying are the items that assist us every day and enrich our lives. You know, things like the Walkman, the blender and the VCR. Which is why Mad now presents

ODES TO APPLIANCES, GADGETS AND OTHER MODERN CONVENIENCES

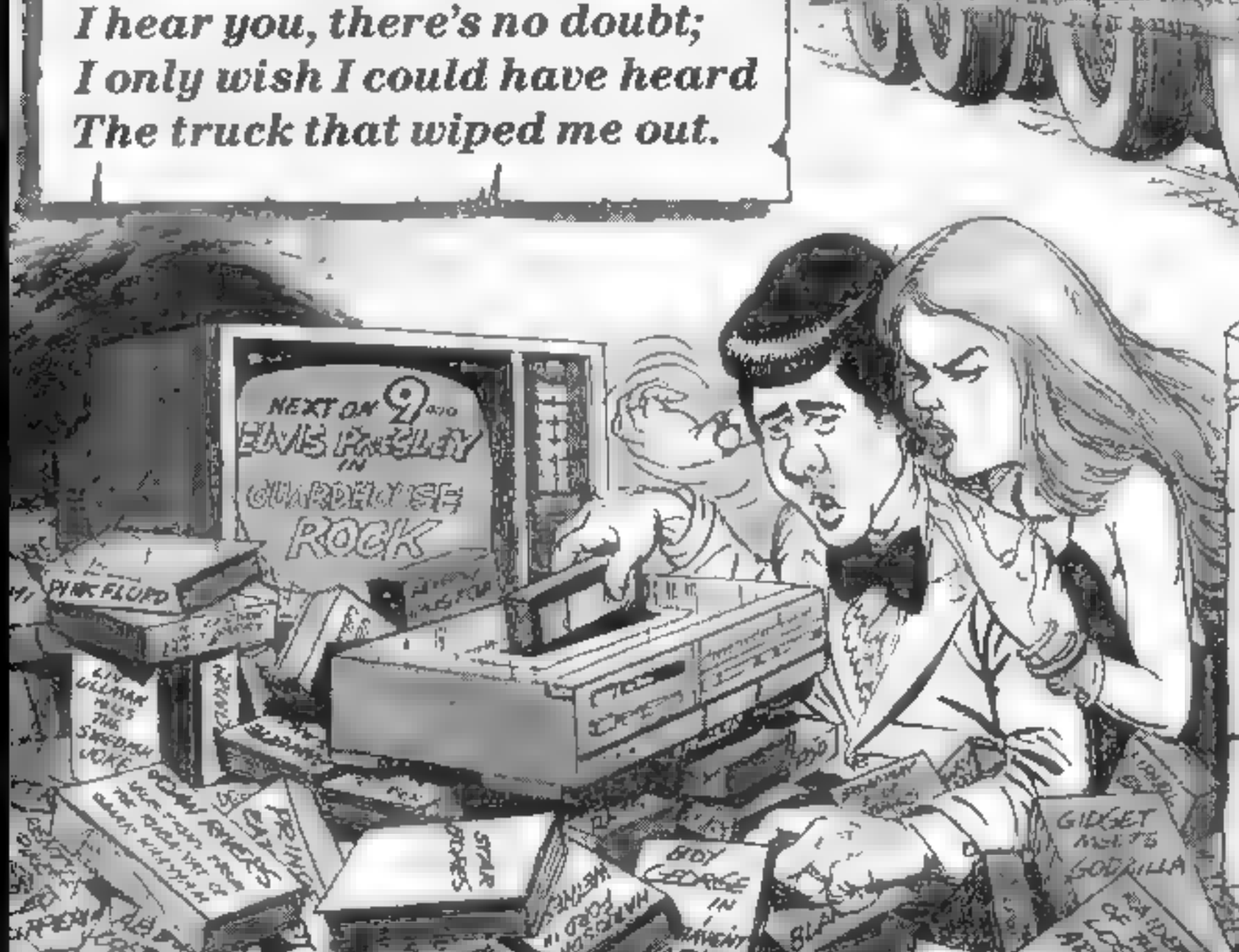
ARTIST: GEORGE WOODBRIDGE IDEA: MARILYN ATKINS WRITER: FRANK JACOBS

O WALKMAN!

O Walkman! My Walkman!
I groove the tapes you play;
Your 'phones stay wrapped
around my head
From dawn till end of day.

O Walkman! My Walkman!
You fill my life with sound;
Because of you, I now block out
All other sounds around.

O Walkman! My Walkman!
I hear you, there's no doubt;
I only wish I could have heard
The truck that wiped me out.



THE VCR

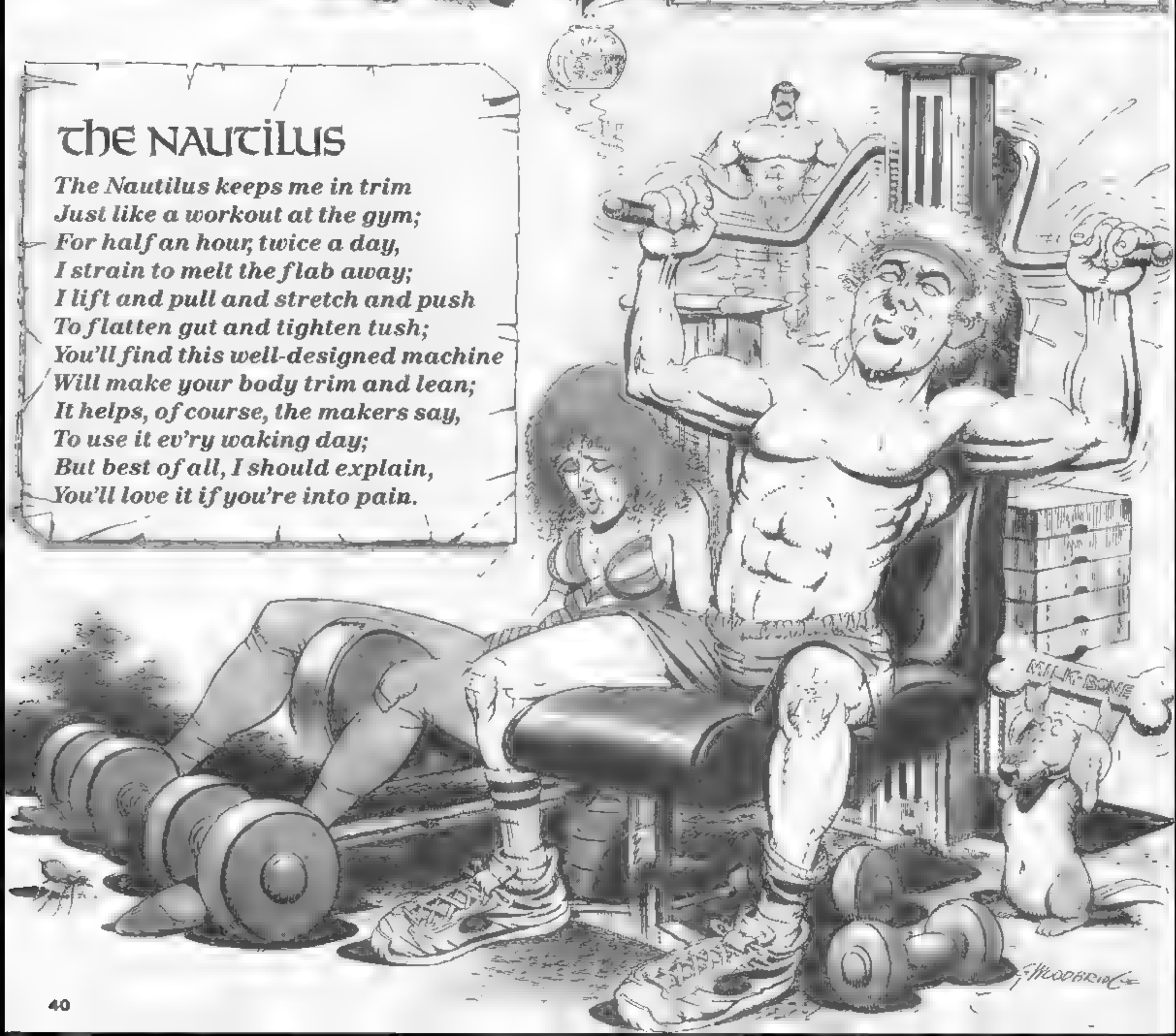
The VCR's a loyal pal,
A friend you truly care for,
Because it guarantees you'll see
The shows that you weren't there for;
Two thousand shows I've taped so far;
Each night I tape a new one;
Who knows, perhaps there'll come a day
I'll find the time to view one.

THE MICROWAVE

Blessings on thee, Microwave;
Countless minutes I now save;
Like a flash, you work with ease,
Roasting meats and melting cheese;
Turning out a cherry pie
In the twinkling of an eye;
Baking apples double-quick—
What's your secret? What's the trick?
Some great magic you possess;
What it is, I cannot guess;
Once my cooking spelled disaster;
Now it's just as bad—but faster.

THE NAUTILUS

The Nautilus keeps me in trim
Just like a workout at the gym;
For half an hour, twice a day,
I strain to melt the flab away;
I lift and pull and stretch and push
To flatten gut and tighten tush;
You'll find this well-designed machine
Will make your body trim and lean;
It helps, of course, the makers say,
To use it ev'ry waking day;
But best of all, I should explain,
You'll love it if you're into pain.



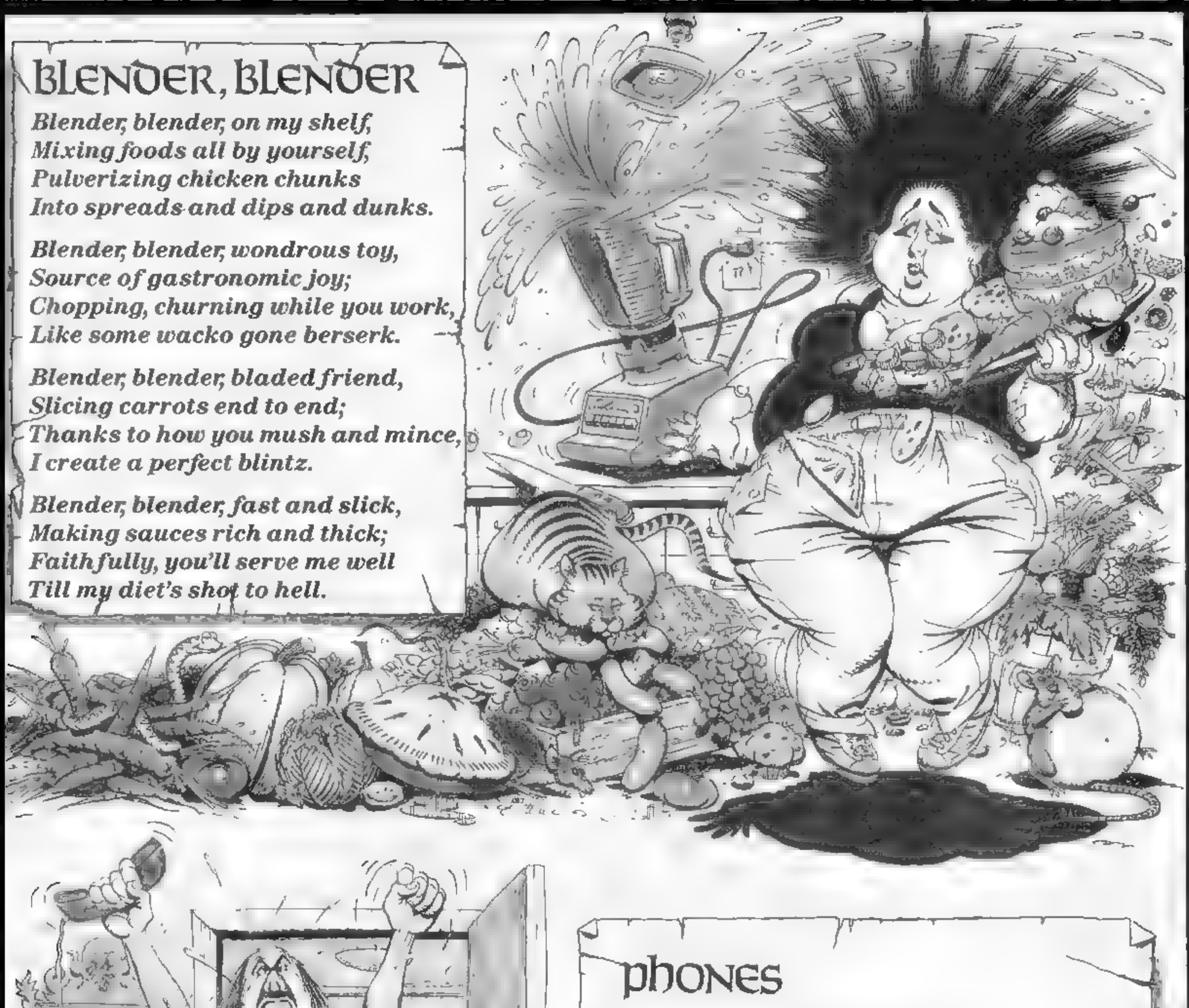
BLENDER, BLENDER

Blender, blender, on my shelf,
Mixing foods all by yourself,
Pulverizing chicken chunks
Into spreads and dips and dunks.

Blender, blender, wondrous toy,
Source of gastronomic joy;
Chopping, churning while you work,
Like some wacko gone berserk.

Blender, blender, bladed friend,
Slicing carrots end to end;
Thanks to how you mush and mince,
I create a perfect blintz.

Blender, blender, fast and slick,
Making sauces rich and thick;
Faithfully, you'll serve me well
Till my diet's shot to hell.



PHONES

I think that I shall never own
A tool more handy than the phone;
A phone with which I keep in touch
With inlaws, old-time pals and such;
A phone that also sometimes rings
With calls from schmucks and dingalings;
A phone that bill collectors use
For giving me unwelcome news;
A phone with calls that airheads make
Who've dialed my number by mistake;
A phone I pick up half asleep
To hear some heavy-breathing creep;
On second thought, I've come to fear
There's less to phones than meets the ear;
In fact, with one more nuisance call
I may not own a phone at all.

Today, you can divide everyone under 35 in America into one of two categories: Yuppies and Aspiring Yuppies. All Yuppies care about is maintaining and improving their Yupster status. All Aspiring Yuppies care about is joining the ranks of these heralded achievers. Whether you're a Yuppie or a would-be Yuppie, we thought you'd like to know how you're doing. That's why we devised this simple test that will answer the toughest question you'll ever face:

HOW DO YOU RATE AS A YUPPIE?

ARTIST: PAUL COKER WRITER: TOM KOCH

YUPPIE CAREER GOALS

AWARD YOURSELF A PERFECT SCORE OF TEN if you have dreamed since childhood of becoming a wine steward, a dealer in commodity futures or a great humanitarian who brings joyous news of tax shelters to the middle class.

DEDUCT TWO POINTS FROM THIS TOTAL if you'd settle for becoming a rich suburban dentist or a Senator from a thinly populated western state.

DEDUCT NINE POINTS for any hidden desire to be school teacher, a social worker or an honest cop.

YUPPIE EATING HABITS

AWARD YOURSELF THE FULL TEN POINTS if you maintain that everything one eats should first be pulverized in a Cuisinart —including steak, grape nuts and peach cobbler a la mode.

DEDUCT FIVE POINTS if you actually use your microwave oven and metric kitchen scale, instead of eating out every night with other Yuppies who also have fully equipped kitchens at home.

DEDUCT EIGHT POINTS if you serve all the "in" foods, but buy domestic brands instead of imported so you'll have enough money left to pay your rent.

YUPPIE FRIENDS

AWARD YOURSELF A FULL TEN POINTS if the only social contact whose name you bother to remember is the doorman who can get you into a popular disco.

DEDUCT THREE POINTS FROM THAT TOTAL if you spend *Christmas* with relatives instead of at Aspen making contacts among influential people.

DEDUCT FIVE POINTS if you don't know a single overseas airline pilot who can bring back new flavors of Swedish fibre bread before they're available here.

YUPPIE IDOLS

AWARD YOURSELF THE MAXIMUM TEN POINTS if your favorite celebrities are Bill Cosby, Lee Iacocca and Mary Lou Retton's agent. (Make it a TEN PLUS if you refer to them as "role models" instead of "favorite celebrities.")

DEDUCT TWO FROM THAT TOTAL if you still have admiration for such outdated people as Gary Hart, Alan Alda, Phyllis George and Abraham Lincoln.

DEDUCT SEVEN POINTS if your role models are any of the regulars from those Lite Beer commercials.

YUPPIE READING

AWARD YOURSELF A PERFECT TEN if the *Wall Street Journal* would fulfill your every need to keep abreast of the day's important happenings—if only it carried "Doonesbury."

DEDUCT TWO POINTS FROM THAT TOTAL if you also sneak an occasional look at *People* and *Us*, but only to see what other featherbrained social climbers like yourself are doing.

DEDUCT SEVEN POINTS if you still suffer from claustrophobia when the latest "in" phobia is a fear of having poor people brush up against you in their inferior polyester clothing.

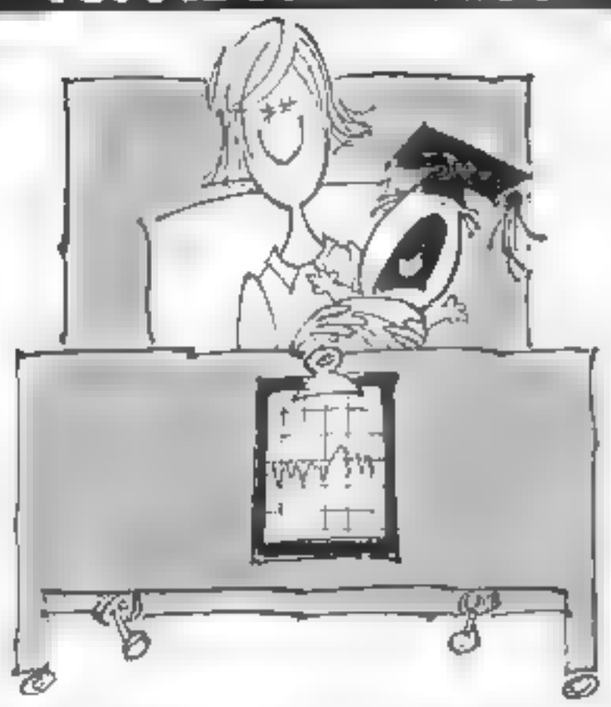
YUPPIE LOVE LIFE

AWARD YOURSELF THE FULL TEN POINTS if you refuse to date members of the opposite sex until you've inspected their apartments, thus following the sensible adage, "It's not who you are that counts; it's what you own."

DEDUCT SIX POINTS if you're already engaged, but still haven't selected a big name lawyer to handle your future divorce, in case the marriage goes kaput.

DEDUCT NINE POINTS if you've dated that girl next door since you were 14 and plan to marry her even though she's now a mere data processor with absolutely no management level ambitions.

YUPPIE PARENTHOOD



AWARD YOURSELF A MAXIMUM SCORE OF TEN if you've arranged for your kid to be born in a socially prominent hospital so he can get into the proper day nursery so he'll qualify for a snobbish private boarding school so he'll be accepted at Dartmouth or Stanford, even if he's a nitwit.

DEDUCT FIVE POINTS if you refer to raising kids as "raising kids" instead of "parenting."

DEDUCT NINE POINTS if you would lack the clout to keep your wayward children out of jail when all your Yuppie friends can get their kids released to undergo psychological counseling.

YUPPIE DISEASES

AWARD YOURSELF THE TEN POINT MAXIMUM if your only doctor is a psychiatrist who diagnoses every earache and ingrown toenail as an emotional problem from the stress of overwork.

DEDUCT ONE POINT FROM THAT TOTAL if you quit going to a psychiatrist—but only because he made you lie on a couch in his office that wasn't covered with real Corinthian leather.

DEDUCT EIGHT POINTS if you sometimes buy one of those check-out stand tabloids, even if you can prove that you only use it to line the bottom of your pedigreed myna's bird cage.

YUPPIE DRESSING

AWARD YOURSELF THE MAXIMUM SCORE OF TEN if you now live in a nudist camp because the wise decision to buy top quality running shoes has left you too poor to buy any other clothing.

DEDUCT THREE POINTS FROM THAT TOTAL if you've ever been seen wearing a belt buckle with your own initials on it, rather than those of Yves St. Laurent.

DEDUCT NINE POINTS if you think Brooks Brothers was the all-star third baseman who played for the Baltimore Orioles a few years back.

SCORING

Either add up your score manually, or award yourself an extra five points by having your home computer add it for you. However you do it, this is what your total means:

140-TO-160 POINTS Nice going! Your lifelong passion for overachievement has again put you at the top. You are such a dedicated Yuppie that you'll be running a major corporation before you're 40—if your colleagues let you live that long.

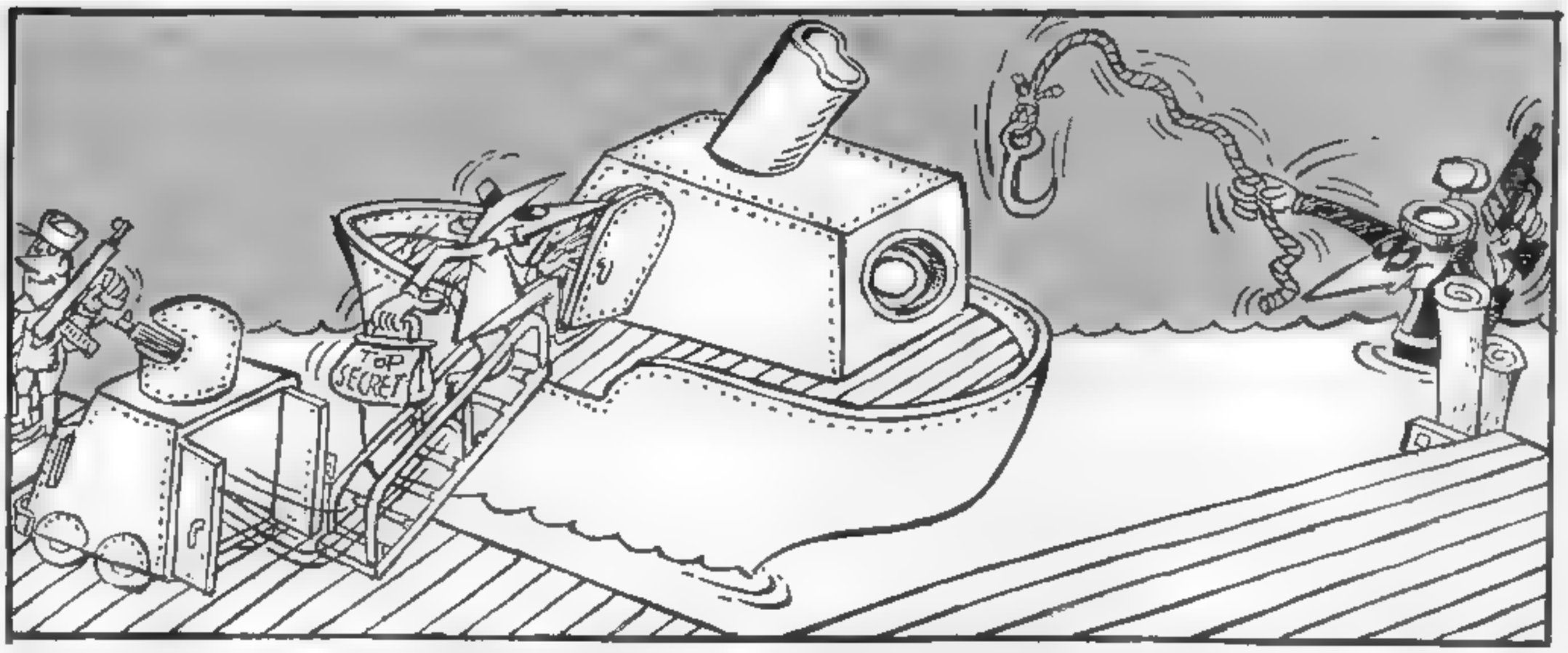
110-TO-140 POINTS Not bad, but there is still a spark of ordinary common sense within you somewhere. Work harder to get rid of it.

90-TO-110 POINTS Strictly so-so. Either you're not willing to live beyond your means, or you have some wimpish hesitation about riding roughshod over others. Whatever the problem, you'll never rise beyond the middle class unless you get off your duff and start playing for keeps.

70-TO-90 POINTS You're truly a sad case. Try having yourself committed to a Young Professionals' Club and see if they can do anything for you.

BELOW 70 POINTS Hopeless! In fact, no one ever scored as poorly on this test—except for Bishop Tutu, a couple of Peace Corps volunteers and a Hindu untouchable named Skippy.

SPY vs SPY
GRRR
GRRR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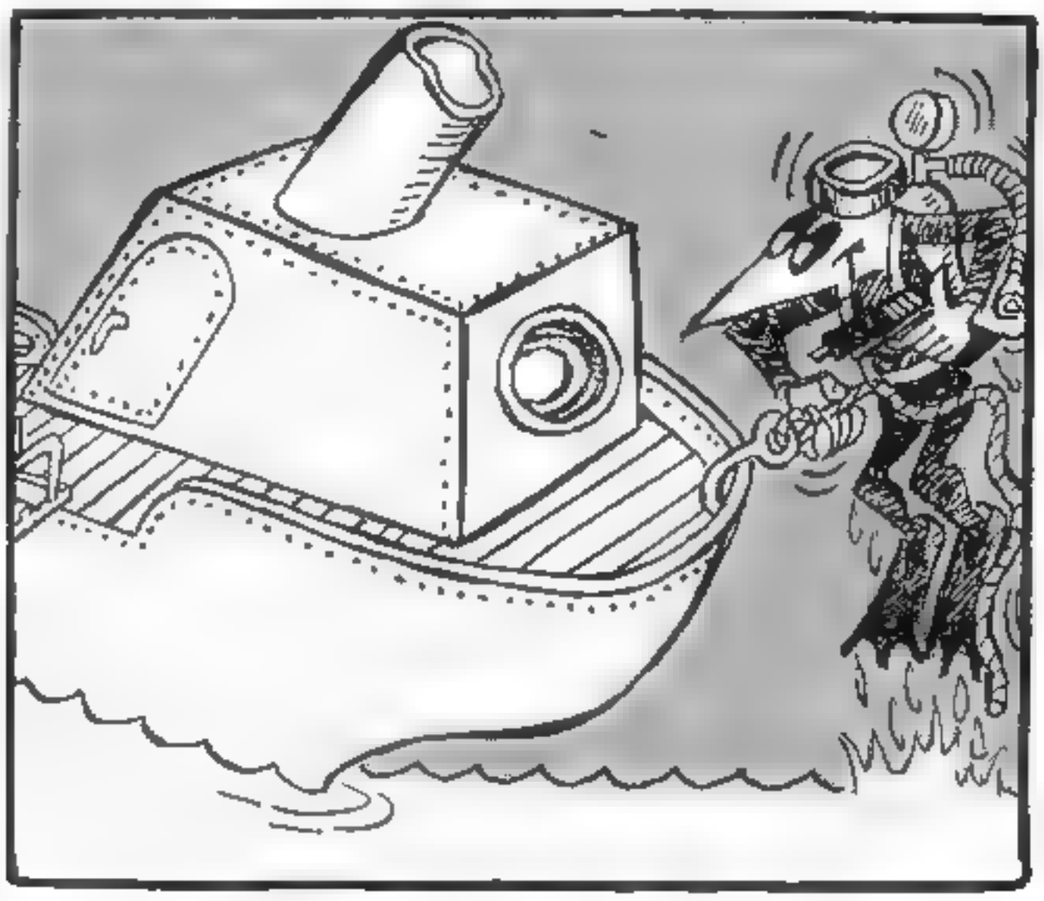
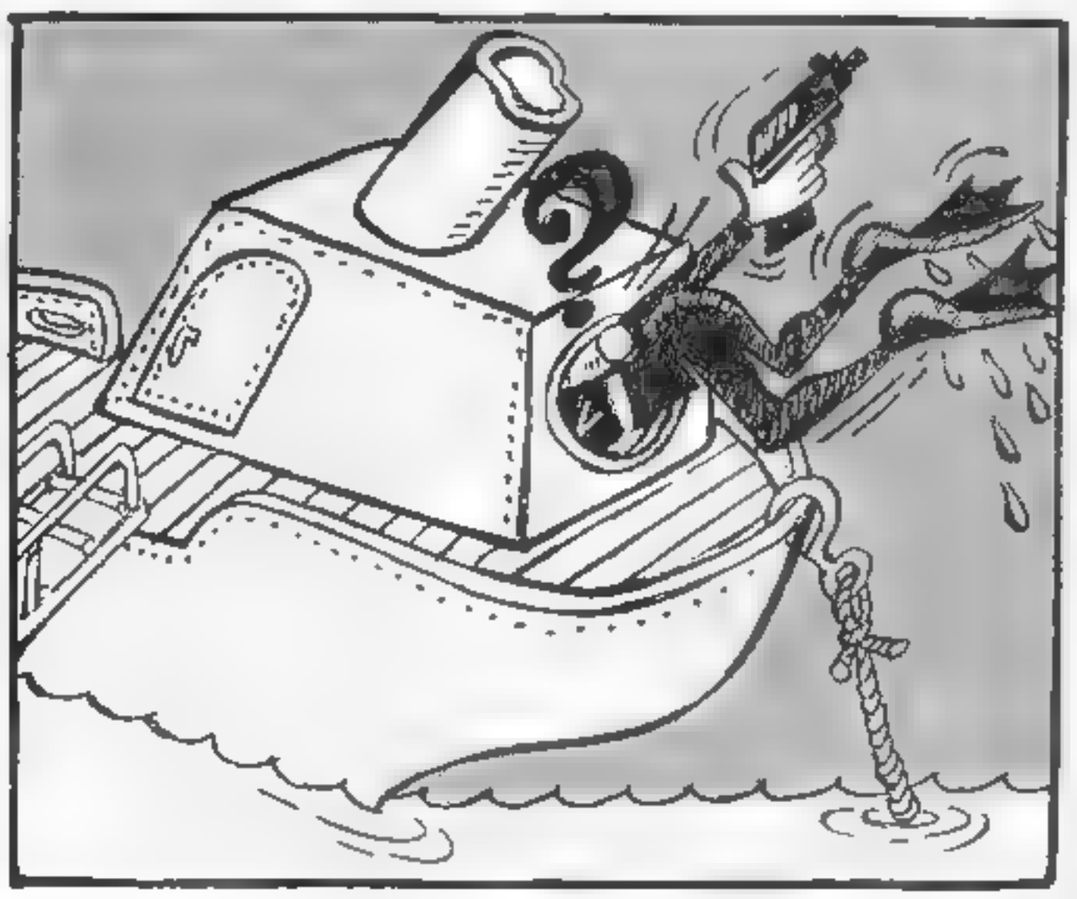
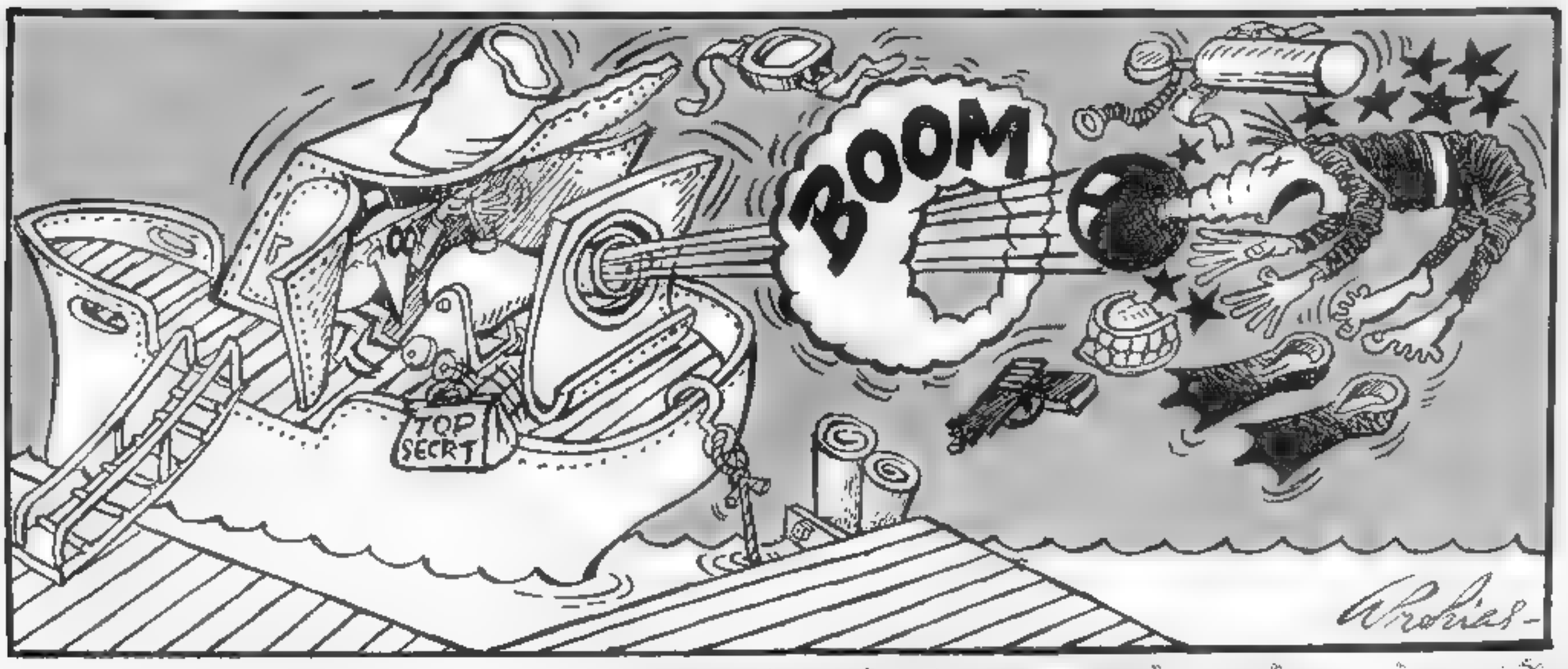





BOOM
TOP SECRT

HACK TO THE FUTURE DEPT.

The American television industry is very predictable. For example, you can absolutely rest assured that any show which becomes a hit will eventually try to cash-in on its success by dishing up a spin-off that stars some of the familiar characters from its original cast. Obviously, the purpose of this plan is to create a second hit without having to think up a whole new idea. Just as obvious, the usual result is to destroy one good show by turning it into two bad ones. Still, the Spin-Off Syndrome continues to dominate Hollywood. And, as some of today's shows become hits, we're sure TV producers are already working on these...

TV SPIN-OFFS YET TO COME

LIFE WITH MALLORY

The sub-normal sister of Alex Keaton breaks away from "Family Ties" this season to star in a show of her own. Network executives who already have screened early episodes call it "a laugh riot, as any sitcom would be that centers around an 18-year-old girl with the mind of a retarded spaniel."

Already completed half-hours deal humorously with Mallory's failure to pass Remedial Math, her failure to qualify for a driver's license and her failure to understand the mechanical principle behind replacing a burned-out light bulb.

Joining Mallory from "Family Ties" will be her former baby sister, Jennifer, who has now grown tall enough to play her 35-year-old aunt. Plans also call for brother Alex to drop in occasionally and display his skills at sneering and wearing a narrow necktie, the same talents that have made him the idol of female viewers.

NBC—Sunday, 4:45 P.M.

CLIFF AND NORMIE

A sanitarium for recovering alcoholics is the setting for this uproarious spin-off from the popular "Cheers."

As described by the producing brother team of Ray Charles, Prince Charles and Charles Schulz, "It's a natural development for Cliff and Norm to wind up in a drunk tank after three solid years of sitting on bar stools and lapping up the sauce. From there, a judge sends them to the loony bin to get their brains unpickled."

The new show's opening episode sets the tone for the series as Norm tries to hang himself after being ordered to stay on a diet of sprouts and celery juice until he loses 150 pounds. Cliff saves his friend, and then delivers a mirthful ten-minute monologue about plant life in Albania.

NBC—Wednesday, 8:30 P.M.

ARTIST: ANGELO TORRES WRITER: TOM KOCH

RUDY

The youngest performer on "The Bill Cosby Show" departs this year to star in a weekly drama about love, jealousy and greed in a New York kindergarten.

NBC President Grand Thinker stated, "We felt that a real talent was going to waste by sticking Rudy in a sitcom, where she had nothing to do but spout one-liners. That's why we've signed Henny Youngman to play Cosby's youngest child this year, while Rudy moves into a dramatic role where her star quality can shine."

The show's first episode tackles the improbability of a six-year-old leading a glamorous life in her own Manhattan apartment. The issue is resolved when Rudy wins a bundle in the state lottery, and uses the money to hire Joan Collins and Stacey Keach as live-in foster parents.

NBC—Saturday, 8 P.M.

CAGNEY AND HARVEY, JR.

Capitalizing on her failure to form a healthy relationship with a man in five years of "Cagney & Lacey," Sharon Gless brings an air of believability to this spin-off, in which she tries her luck with her former partner's extremely weird 15-year-old son.

Enthused one network executive, "This may usher in a whole new era of sicko-domestic drama. After all, Harvey, Junior, is not your typical teenager with nothing on his mind but sex. He's a moody kid who worries about serious matters like misplacing his socks and having his chocolate milk turn sour. With those problems, he often forgets that Cagney is waiting for him in the bedroom—but, then, she's 25 years older than he is."

Cagney will continue to play the role of a police sergeant, but will be on suspension from the department for psychological evaluation through the whole first season.

CBS—Sunday, 10 P.M.

THE VANNA WHITE SHOW

"Wheel of Fortune" loses its decorative female star as the multi-talented Ms. White departs to host her own exciting half-hour. The move leaves Pat Sajak alone to handle such "Wheel of Fortune" chores as flipping over letters picked by the contestants. He admittedly has no previous experience with the alphabet.

"It's a gamble," confessed a production company spokesman. "But we knew that continuing to co-star Vanna with Pat was a matter of having too much talent on one show. Now, Vanna has her own half-hour, where her smiling and waving will get the center stage attention they deserve."

Since Ms. White has risen to stardom by remaining silent, she will merely gesture toward merchandise that has been won by contestants. The rest of the new show's format remains to be worked out, but Ms. White will definitely wear a sequined gown while it all happens.

SYNDICATED—Tuesday, 6:30 PM

THE NBC JOKE BREAK

Ultra-brief programming takes a new twist as NBC's popular "60-Second News Break" spawns this Tuesday night spin-off at 8:58:30 Eastern Time (7:58:30 Central and Mountain). In the premiere episode, Rodney Dangerfield delivers a quick one-liner, and then returns after the commercial to toss a custard pie at Soupy Sales.

Said Emmanuel Lewis, who has been signed to mumble a quip later this season, "NBC felt that its Tuesday ratings were low because the schedule didn't include much comedy. So they've planted this hilarious minute between two heavy dramas to grab the featherhead audience."

The network denies that it has neglected public service by replacing a minute of news with comedy. According to one official, "We'll still report disasters if they occur on Tuesday. However, we'll keep George Carlin on hand to describe them in a humorous way."

NBC—Tuesday, 8:58:30 P.M.

KATE AND NOBODY

The horror of being a divorced woman in New York is emphasized more strongly this season when Kate is forced to live alone after her long-time roommate, Allie, evicts her on charges of being unbearably cute and perky.

The spin-off was created after network moguls agreed that the tragic lives of Kate and Allie didn't seem tragic enough, since they were always together offering mutual support. Now, each will have her own show and portray urban divorced women as they really are: lonely, defenseless and half-crazed.

In keeping with its comedic premise, the premiere episode finds Kate O.D.ing on chocolate eclairs after her blind date brings her home at 7:30 so he can spend an interesting hour at the library before it closes.

CBS—Wednesday, 5:45 P.M.

HIGHWAY TO OAKLAND

After two years of portraying an angel's sidekick on "Highway to Heaven," Mark (Victor French) will star in his own show this season. The format still has him roaming the country to do good deeds, but now *without* help from the Almighty.

"We're basically sticking with our original idea because it's too hard to think of another one," revealed Producer Alfred M. (Little Alf) Landon, Jr. "However, there will be one big change. In real life, most people hate do-gooders. On "Highway to Heaven" divine intervention was the only thing that saved Mark from getting his lights punched out every week. Now when he pries into other people's business, he'll take the consequences."

In the first three episodes Mark's kindness gets him tarred and feathered by homeless senior citizens, bitten by a starving puppy and kicked in the groin by a lost three-year-old.

ABC—Sunday, 7 P.M.

STAT'S ALL, FOLKS! DEPT.

MAD CHARTS

TOP 16 BEST-SELLING COMPUTER GAME PROGRAMS

	GAME	COMPANY
1.	Alien Cheese Factory	DataDump
2.	Video Spit	Byte It
3.	Frog Baseball	Hatari
4.	Cosmic Brown Crusty Things	CompuCramp
5.	Where's My Hat?	Softsmell
6.	MegaBelch	Japtech
7.	Porkman	Ripoff Industries
8.	Ms. Porkman	Ripoff Industries
9.	Nuclear Hockey Fight	Notari
10.	Pocket Lint Mania	ComTekVid
11.	Bloody Mess	TekVidCom
12.	Terminal Eyestrain	VidComTek
13.	Stinkfoot Jr.	Ratatari
14.	Computer Hairballs	Visivision
15.	The Clams That Wear Sunglasses and Sneakers Are Coming!	Visivisivision
16.	Galaxy of Fuzzy, Blurry Video Images	Softhead Systems

TOP 10 "CONAN" MOVIES
(BOTH RELEASED AND UNRELEASED)

1. Conan the Barbarian
2. Conan the Orthodontist
3. Conan the Really Nice Guy
4. Conan the Musical
5. Conan the Extra-Terrestrial
6. Conan the Dopey Muscle-Bound Body Builder
7. Conan the Haberdasher
8. Conan the Guy Who'll Never Make As Much Money As Sylvester Stallone, but Significantly More than Lee Marvin
9. Conan the Love Bug
10. Conan the King of Beers

TOP 18 PEOPLE LEAST LIKELY TO SUCCEED JOHNNY CARSON AS HOST OF "THE TONIGHT SHOW"

1. Ed McMahon
2. Charles Manson
3. Sly Stallone's brother
4. Lyndon Larouche
5. Joanna Carson
6. The Living Unicorn
7. George Steinbrenner
8. Billy Martin
9. Anyone who does a Lite Beer commercial
10. Bo Derek
11. Kurt Waldheim
12. Larry "Bud" Melman
13. Barney Rubble
14. Pontius Pilate
15. Geraldo Rivera
16. The Iron Sheik
17. Joan Rivers
18. David Letterman

WRITERS: JOE RAIOLA & CHARLIE KADAU

TOP 11 MOST UNSUCCESSFUL FAST FOOD FRANCHISES

1. Choke 'n' Croak
2. International House of Dirty Utensils
3. Kentucky Fried Vermin
4. Spoiled Food of All Nations
5. Bert's Tune-Up Garage and Salad Bar
6. Horton's Rubber Pancake Palace
7. Roy Rodent's Family Restaurants
8. Filthy's
9. Mr. Heartburn
10. The Poison Ice Cream Parlor
11. Unidentified Fried Things

TOP 8 TITLES OF ROBERT LUDLUM NOVELS
(BOTH PUBLISHED AND UNPUBLISHED)

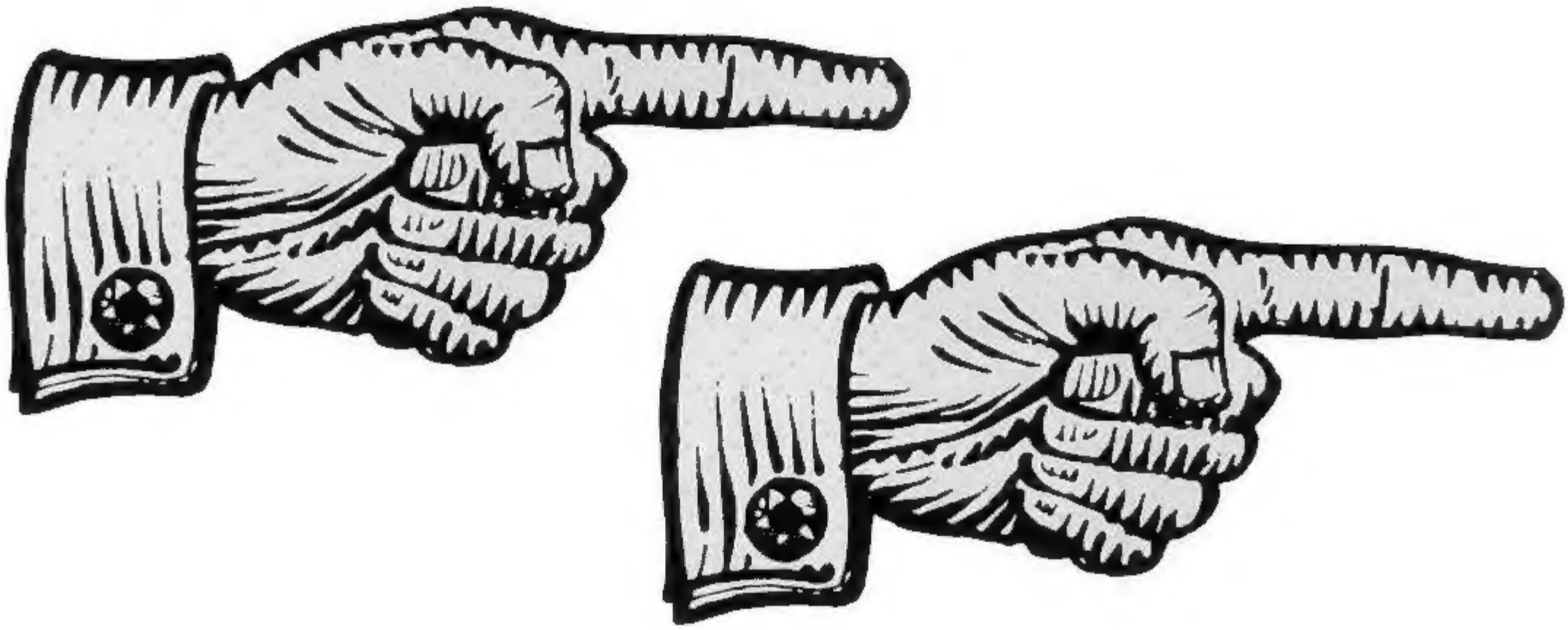
1. The Bourne Identity
2. The Heimlich Maneuver
3. The Crenshaw Melon
4. The Gastineau Rule
5. The Tetanus Shot
6. The Rhinemann Exchange
7. The Mucous Membrane
8. The Menstrual Cycle

TOP 10 VIOLENT SONGS

	TITLE	ARTIST
1.	Gory Days	Bruce Springloaded
2.	I Just Called to Say I Slugged You	Stevie Mugger
3.	Don't Stab So Close to Me	Police Brutality
4.	Slay You, Slay Me	Lionel Stitchie
5.	Killing Me Softly with His Bomb	Roberta Flack Jacket
6.	Girls Just Wanna Have Guns	Cyndi Leper
7.	Little Dead Corvette	Fingerprince
8.	Twist and Shoot	The Beatings
9.	One of These Fights	The Extinct Eagles
10.	Blowin' Up in the Wind	Bob Killin'

TOP 13 TELEVISION SHOWS OF ALL TIME
(AS CHOSEN BY THE COAL WORKERS OF AMERICA)

1. H*A*S*H
2. The Golden Grills
3. Remington Veal
4. The Frying Nun
5. Family Pies
6. Pork and Mindy
7. Stew's the Boss?
8. My 3 Buns
9. 60 Mints
10. Cake and Allie
11. Burger, She Wrote
12. Miami Rice
13. Hogan's Heroes



Nothing to see here!

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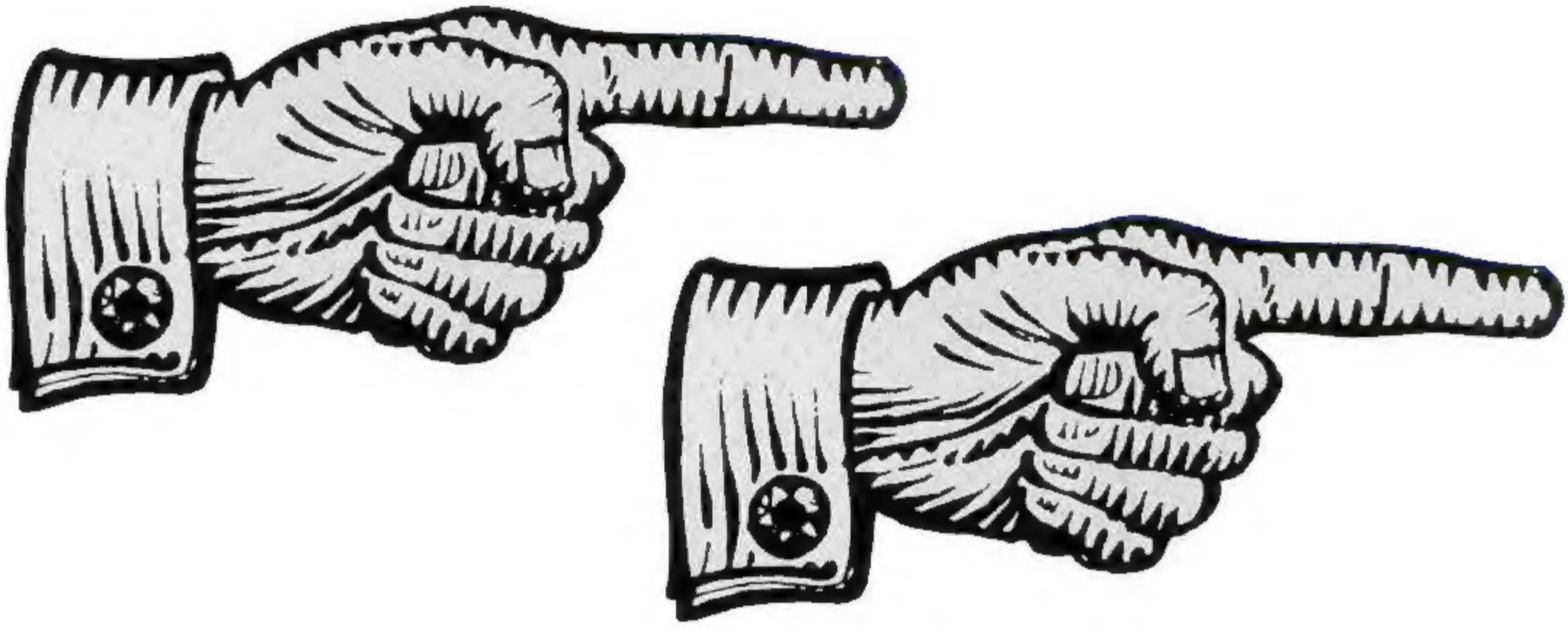


WHAT RAMPANT FORM OF ADDICTION THREATENS THE FOUNDATION OF OUR SOCIETY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

A very deadly form of addiction is sweeping the land. To find out what it is, fold in the page as shown in the diagram at right.

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

CREEPING ADDICTION CAN BE DEADLY. A RECENT AUDIT CARRIED OUT BY RENOWNED STATISTICIANS PROVIDED ABUNDANT EVIDENCE TO PROVE THAT THIS IS THE CASE!

A► ◄B

WHAT RAMPANT FORM OF ADDICTION THREATENS THE FOUNDATION OF OUR SOCIETY?

FOLD PAGE OVER LIKE THIS!

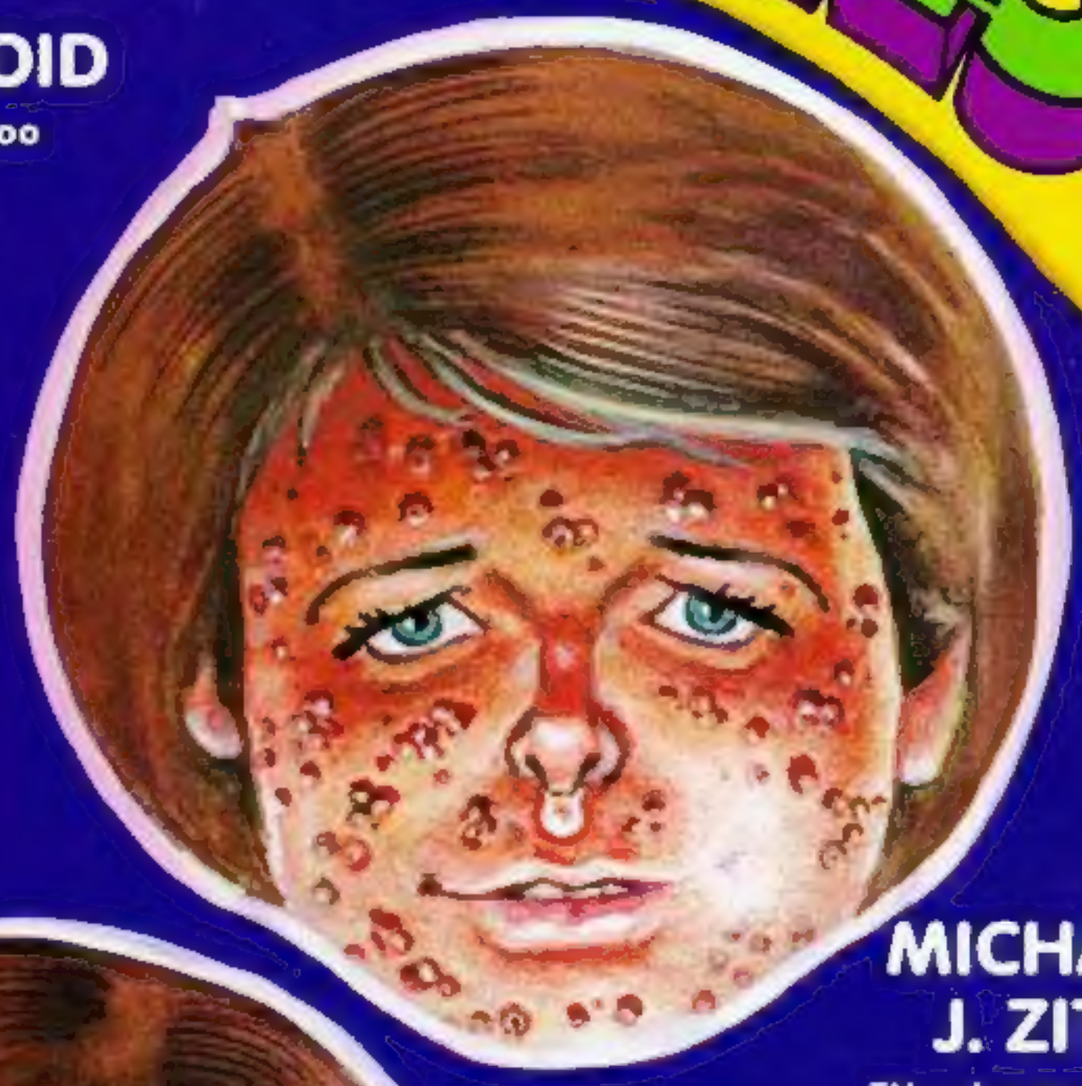
A▶◀B FOLD BACK SO "A" MEETS "B"

CREDIT CARD ABUSE!

A▶◀B

MAD CELEBRITY MADBALLS

HULK HEMORRHOID
One pile driver too many!



MICHAEL J. ZITS
TV actor goes from hackneyed to acne!

MARY LOU RETINA
Scored a perfect 20-20 with the gross judges!

MUDONNA
Like our dirty version? Sean Pig Penn does!

VEINY WHITE
This Miss Fortune "Wheel" make you filthy wretch!

WEHK